

LIFE

THE TV PRODUCTION EMPIRE
OF LUCY AND DESI

SURPRISE: THERE'S ROOM IN COLLEGE



BROADWAY'S SUZIE WONG—
FRANCE NUYEN

OCTOBER 6, 1958 **25** CENTS



Quality at your feet



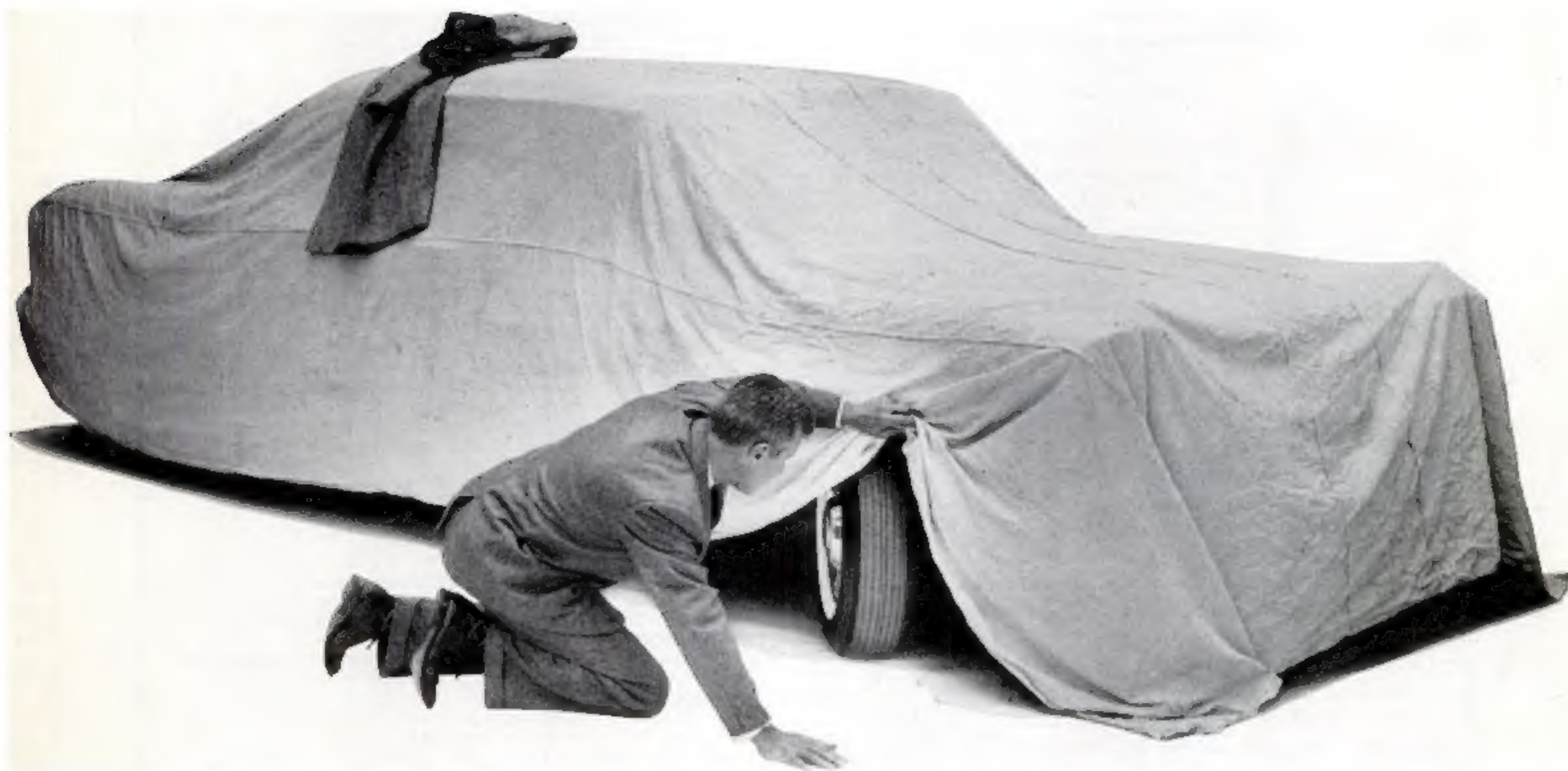
Macy's New York . . . one of the many fine stores where Naturalizers are sold.

Beautiful shoes that make your money go further
 ...cover all your wardrobe needs... and fit like
Naturalizers always do!

*Naturalizer Shoes retail from 9.95 to 13.95
 Higher Denver West and Canada*

Naturalizer[®]
 THE SHOE WITH THE BEAUTIFUL FIT

FOR NEAREST NATURALIZER DEALER, WRITE NATURALIZER DIVISION, BROWN SHOE COMPANY, ST. LOUIS. ALSO MANUFACTURED IN CANADA BY PERTH SHOE COMPANY, LTD., PERTH, ONTARIO.



The newest new cars are coming through
on B.F. Goodrich tires made with TYREX!*

QUESTION Wait a minute. What's TYREX?

ANSWER First cord ever engineered *specifically* for tires.
B.F. Goodrich Silvertowns made with TYREX are one of the things
that make the new cars really *new*!

Q. Does that make them better than ordinary tires?

A. Yes, in three important ways:

First, TYREX cord gives you a better, more comfortable *ride*.
Second, TYREX cord makes a *smoother rolling* tire—for easier starting,
easier steering—better control!

Third, TYREX cords are *stronger*, size for size, than other cord regularly
used in new-car original equipment tires.

Q. Does this mean they cost more?

A. No, sir! TYREX doesn't add one cent to the price of the new cars.

Q. What if I don't get a new car?

A. Then see your nearby B.F. Goodrich Smileage dealer for the same
"new-car" tires—four Deluxe Silvertowns with TYREX cord for only
\$4 down. He's listed in the Yellow Pages. *B.F. Goodrich Tire Company,*
a Division of The B.F. Goodrich Company.

*TYREX—Certification mark of American Tyrex Corporation.

B.F. Goodrich *Silvertown tires*

This One



H6CB-2AG-TNTU

© The B.F. Goodrich Company

Copyrighted material

WHAT'S THE BIG NEWS? ENTERTAINMENT SEASON

All parts of the entertainment world are getting into high gear for the fall and winter season, so it is not surprising that this excitement dominates the pictorial news in this issue. And it is a pleasure for the editors, while keeping an eye on politics and foreign crises and domestic events, to take a long look at this pleasant spectacle. Starting with the cover, on through the news section of

the magazine to the pictorial essay, the readers, too, can share this.



NUYEN AS SUZIE WONG

To the 47 million Americans with TV sets, the shows that will be offered on their screens are a matter of daily and immediate importance. The choice of a program to look at gets at least as much domestic debate as the choice of a political candidate to vote for. The big news in television now is the man whose handiwork will be up for daily viewing on a scale never seen in the industry before. Desi Arnaz, long known for his slap-happy role as Lucy's TV husband, is now a brand-new kind of television mogul. How he will run his 42 shows from the former RKO studios he has bought is told on pages 24-31, complete with Desi's occupational mugging and some clowning by Lucille Ball.

Right at the beginning of the theatrical season Broadway brings in, as a stunning new star, a young girl who has never acted on the stage. France Nuyen, an exotic 19-year-old French-Chinese girl, will take the part of Suzie Wong in a play which has one of the biggest advance sales of any drama in history. As she comes in, an old idol takes temporary leave of the U.S., and on pages 77-80 we show Private Elvis Presley's goodbyes as he goes off to be a U.S. soldier in Germany.

Much of the country during the next few months will have a chance to hear and watch a couple of imports from the British Isles. Already started on a long tour are the British Grenadier Guards, with their brassy music and colorful parades, and the Scots Guards, with skirling bagpipes and twirling kilts.

And all the country soon will be able to see a memorable movie made from a literary masterpiece in which LIFE takes special pride. When Ernest Hemingway wrote his *Old Man and the Sea* in 1952 we considered it so much a news event that we published it complete in our pages before it was published as a book. The novel went on to win almost unanimous acclaim and the world's most prestigious literary awards. Now, with Spencer Tracy as the old fisherman, Hemingway's great story comes to the screen—and again, we consider it enough of an event to publish it as a pictorial essay.



TRACY AS FISHERMAN

And even as we present these stories, we are tempted to say, "You ain't seen nothin' yet." For our special year-end double issue, we have for some months been working hard—and with growing excitement—on a project devoted to the world of entertainment in the U.S. Full of color, the issue will show great old pros and impassioned young amateurs, pretty girls and elegant divas, fun-makers, music-makers, and makers of drama—all occupied in the nation's fabulous business of entertaining itself.



DESI AND LUCY

COVER

Young France Nuyen wears the costume of Suzie Wong in which she makes her theater debut on Broadway (see pp. 95-98)

THE WEEK'S EVENTS

- Thirty million dollar Desilu gamble: Arnaz and Ball take over as tycoons. Photographed for LIFE by Leonard McCombe 24
- Walkout at Ford ends in a wage agreement. Now GM and Chrysler are next 32
- Discord in the schools: southern governors meet in Kentucky and Faubus wins a vote for defiance at home 34
- A Look at the World's Week 41
- Passing of the post of the frozen North: Robert W. Service dies in France 49
- A fashion note at U.N.: wife of Ceylon's ambassador appears wearing a diamond on her nose 72

EDITORIAL

- Quemoy: issues false and real 36

PICTORIAL ESSAYS

- More space upstairs and down: two houses designed for LIFE gain comfort and save money with more floors. Concluding instalment of LIFE's series on More Livable Homes 82
- Hemingway's *Old Man and the Sea* and his movie epic: the famous author's prizewinning novel keeps its heroic quality on film 124

ARTICLE

- How colleges can handle the throngs: despite wide despair, they have room now for all qualified students and, by simple reforms, can take on the 1960s tidal wave. By Henry M. Wriston 132

SCIENCE

- The ultimate weapon in an ancient war: hormones will kill insect enemies safely by making them grow too fast or too slow or at wrong time. By Albert Rosenfeld 105

MUSIC

- Visiting brass and kilts: British, Scottish and Canadian bands play in the U.S. 53
- A farewell squeal for Elvis: the famous private embarks for Germany 77

CLOSE-UP

- The strange case of Harry Golden 59

SPORTS

- Rule B, Section 1—an extra-point choice in college football 66
- Wrong hull, wrong sails, wrong training: Sceptre lost the Cup before races started. By Maitland Edey 121

FASHION

- Swedish countess, a stylish weaver: her creations are modeled by some of her country's prettiest girls 101

THEATER

- Young star rises as Suzie Wong: France Nuyen shines in title role of a new play 95

EDUCATION

- Salt Lake City school adds Russian to 3 Rs 113

ART

- Statue of a Medici by Cellini is rediscovered 145

PARTY

- The biggest ball for Dixie's belles 153

OTHER DEPARTMENTS

- Speaking of Pictures: a look at White House life and love through the years 16
- Letters to the Editors 21
- Miscellany: putting bite on a behemoth 156

© 1958 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

Following list shows sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

- COVER—MILTON H. GREENE
- 2—MILTON H. GREENE—LEONARD MCCOMBE—WARNER BROS.
- 16, 17—LIBRARY OF CONGRESS EXC. BOT. LT. CULVER SERVICE
- 21—LEONARD MCCOMBE
- 22, 23—TONY SPINA FOR DETROIT FREE PRESS EXC. BOT. LT. JOE CLARK
- 24—DON CRAVENS FROM B.S.
- 25—DON CRAVENS FROM B.S., FRANCIS MILLER—EDWARD CLARK—FRANCIS MILLER, ROBERT PHILLIPS
- 41—ROBERT PHILLIPS—ALFRED VAN SPRANG FROM B.S.
- 42—FOTO PEPE, FOX PHOTOS, LONDON—GARDNER ROBERTS FOR PORTLAND EVENING EXPRESS
- 44—LT. ALBERT FENN—HEINI MAYR; BY GEORGE TAMES
- 45—BROWN BROTHERS—DOMINIQUE BERRETTY
- 50—BOT. DOMINIQUE BERRETTY
- 53—TALE JOEL
- 54—RALPH JOEL
- 59—BOT. GREY VILLET
- 60—GREY VILLET
- 63—GREY VILLET—YALE JOEL
- 65—GREY VILLET
- 66—DON UNDRICK
- 69—SOL STODRA FOR THE KANSAS CITY STAR
- 72—CARL WYDANS
- 77, 78, 80—WILLIAM E. RAY
- 82 THROUGH 121—FRED LYON FROM R.G.
- 95, 96, 98—MILTON H. GREENE
- 101, 102—NORMAN PARKINSON
- 105—TED POLUMBAUM
- 106—MURIEL WILLIAMS
- 108—LARRY BURROWS—TED POLUMBAUM
- 113, 114—JOERH GENDTS
- 116—A. Y. OWEN
- 121—GEORGE SILK
- 122—GEORGE SILK, A.P.
- 124 THROUGH 127—WARNER BROS.
- 128—RALPH CRANE—WARNER BROS.
- 129—RALPH CRANE
- 132, 133—GEORGE SKADSHING, JOE CLARK
- 139—COURTESY PURDUE UNIVERSITY, SCHOOL OF HOME ECONOMICS
- 140—JOE CLARK
- 142—ALBERT FENN
- 145, 147, 148—FRED LYON FROM R.G.
- 153, 154—GREY VILLET
- 156—GERHARD GRONEFELD FROM B.S.

ABBREVIATIONS: BOT., BOTTOM; EXC., EXCEPT; LT., LEFT; BT., RIGHT; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; R.G., RAPHO-GULLUMETTE. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE, OCTOBER 6, 1958
LIFE IS PUBLISHED WEEKLY BY TIME INC., 540 N. MICHIGAN AVE., CHICAGO 11, ILL.
PRINTED IN U. S. A. SECOND-CLASS POSTAGE PAID AT CHICAGO, ILLINOIS AND AT ADDITIONAL MAILING OFFICES. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER. SUBSCRIPTIONS \$7.35 A YEAR IN U. S. A. AND CANADA.
VOLUME 45, NUMBER 14



"LITTLE ADULTS" BY ELLIOTT ERWITT

FOR PROTECTION WHILE THEY'RE GROWING UP...

Equitable's Living Insurance pays off for the living

Living insurance means benefits for the living. Benefits for you while you live. If you die, benefits for those who live on after you.

Growing up can be a smile or a frown. And family security can make the difference. That's why it is so important to get up-to-date, trained guidance on insurance protection.

To today's thoughtful parents, the Man from Equitable often recommends an Adjustable Whole Life Policy to provide immediate protection and to build funds for retirement later.

This flexible policy helps provide funds for your family's needs,

such as your children's education, if you're not there to provide it. It comes in a convenient, economically priced "package" (minimum amount: \$10,000) that saves you money on premiums. Ask the Man from Equitable what Adjustable Whole Life can mean to you and how its valuable change-over options in later years give you time to decide what kind of protection you need the most. Call him soon. *The Equitable Life Assurance Society of the U. S., 393 Seventh Avenue, New York 1, N. Y.*

Living Insurance by Equitable



Slim-styled all-wool sport coats

New dark tones in Ivy stripes, blazers, boucles, silk effects! **19⁹⁵**

Westerfield all wool flannel slacks....7.⁸⁸

Fall coats of fine English tweed

2 luxurious fabrics: imported tweed or worsted gabardine! **26⁹⁵**

Handsome quilt-lined Melton suburban coats

Popular, versatile 4-button model with 2 slanted flap pockets, side vents. In newest Fall shades. **15⁸⁸**

Luxurious Westerfield all-wool flannel suits

Nationally famous for luxurious tailoring, up-to-the-minute styling. Choice of newest Fall shades. **31⁹⁵**

YOU SAVE 2 WAYS AT ROBERT HALL!



1. Made in our own modern tailoring plants!
2. Sold direct to you in our own Low Overhead salesrooms!

Men, it makes sense to shop at Robert Hall...because you save all *in-between costs*! And, thanks to Low Overhead, you never pay for fancy fixtures, big rents, credit losses or expensive show windows. You can't *wear* overhead—why *pay* for it?

COMPLETE
ALTERATIONS
INCLUDED

Robert Hall

AMERICA'S LARGEST FAMILY CLOTHING CHAIN

A DIVISION OF THE UNITED MERCHANTS & MFRS., INC.

Robert Hall feature values!

Luxurious suede leather jackets

An amazing low price for these full cut blouse models...with finest leather tailoring! Fully lined throughout. Newest Fall shades. **12⁸⁸**

Quilt-lined gabardine surcoats

Top-tailored, smartly styled gabardines, reinforced with nylon for extra strength. Water-repellent... perfect for any outdoor man! **9⁸⁸**

Fine Pinwale corduroy sport coats

Genuine leather buttons and pocket trimming! Newest pin check and striped patterns... in new natural shoulder model. Latest Fall shades. **14⁹⁵**

Wash 'n wear gabardine slacks

Fall-weight sheen gabardines from famous Burlington Mills! Every pair expertly tailored, up-to-the-minute styled... in latest Fall shades. **5⁹⁵**

Zip coats of Imported Italian Velour

For men who like luxury... and style! Fabulous Italian Velours... or all-wool tweeds, Saxons, coverts. Regular, shorts, longs. **39⁹⁵**

Royal-Hall all-wool worsted suits

Royal-Hall... famous for distinctive tailoring and style... in a luxurious, long-wearing all-wool worsted. Newest shades and patterns. **37⁹⁵**

Washable long sleeve sport shirts

Finely tailored sport shirts in colorful new prints, checks, Ivy-style paisleys, ginghams, plaids... many wash 'n wears! Sizes S, M, L. **2⁸⁹**

Golden Emblem worsted suits

A triumph in styling and tailoring... in a magnificent all-wool worsted fabric. Available in a wide range of new Fall shades. **42⁹⁵**

Fine wash 'n wear flannel slacks

Quality-tailored Fall-weight flannels in a superb blend of rayon-acetate... in a terrific choice of newest Fall shades. **5⁹⁵**

New General Electric Clock-Radio with Nite-Light* and Snooz-Alarm*

HOW MANY TIMES have you awakened at night and wondered what time it was? Then this new Clock-Radio from General Electric is for you. Just a tap on the Nite-Light control — soft light glows over the clock-face... tap — it's off again. Or leave on as a subdued night light. This...plus Snooz-Alarm and every automatic feature.

*T.M. General Electric Company



Model C440

• **CLOCK NITE-LIGHT AND SNOOZ-ALARM.** Snooz-Alarm wakes you, lets you catnap an extra seven minutes, then calls again...and again...and again. Lulls you to sleep...wakes you to music or news. Turns itself and appliances on and off. Phono-Jack. Choice of colors.



Model P746

• **ALL-TRANSISTOR POCKET RADIO.** So much power packed into such a tiny cabinet—unbreakable in normal use. Fits into pocket or purse—plays on low-cost pen-light batteries. Five select-quality transistors plus two crystal diodes. Earphone jack for private listening. Choice of colors.



Model T130

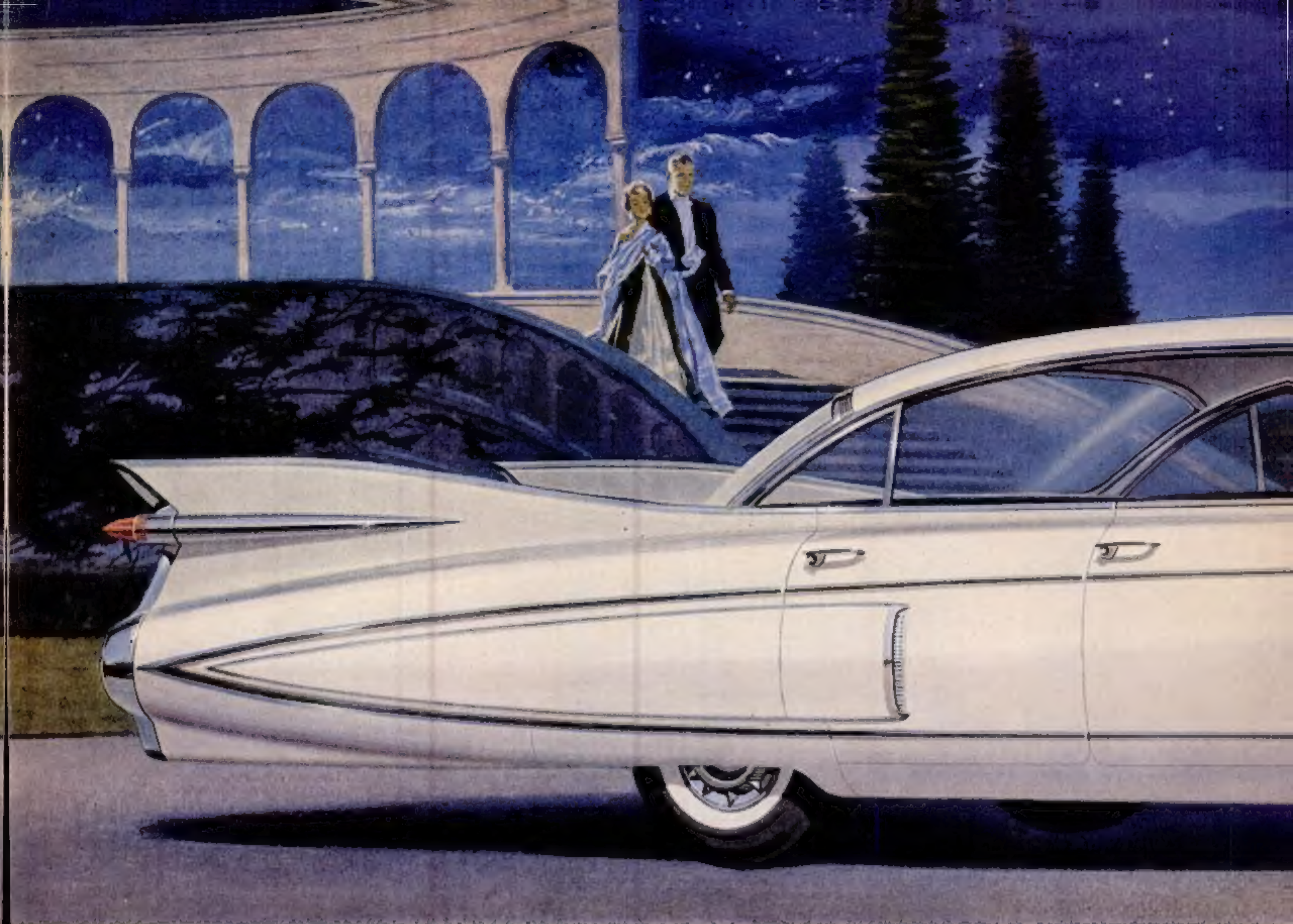
• **NEW MUSAPHONIC® RADIO—NEW LOW PRICE!** Lovely to look at...delightful to listen to. Exclusive G-E Musaphonic tone in a beautiful new table radio! Big 5-by-7-inch speaker. Bass-Treble tone control, Vernier slide-rule tuning, Dial Beam to spotlight the stations. Choice of two-tone colors in a compact, fully-molded cabinet...attractive from any angle.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**



90-day written warranty on both parts and labor. General Electric Company, Radio Receiver Department, Bridgeport 2, Connecticut.

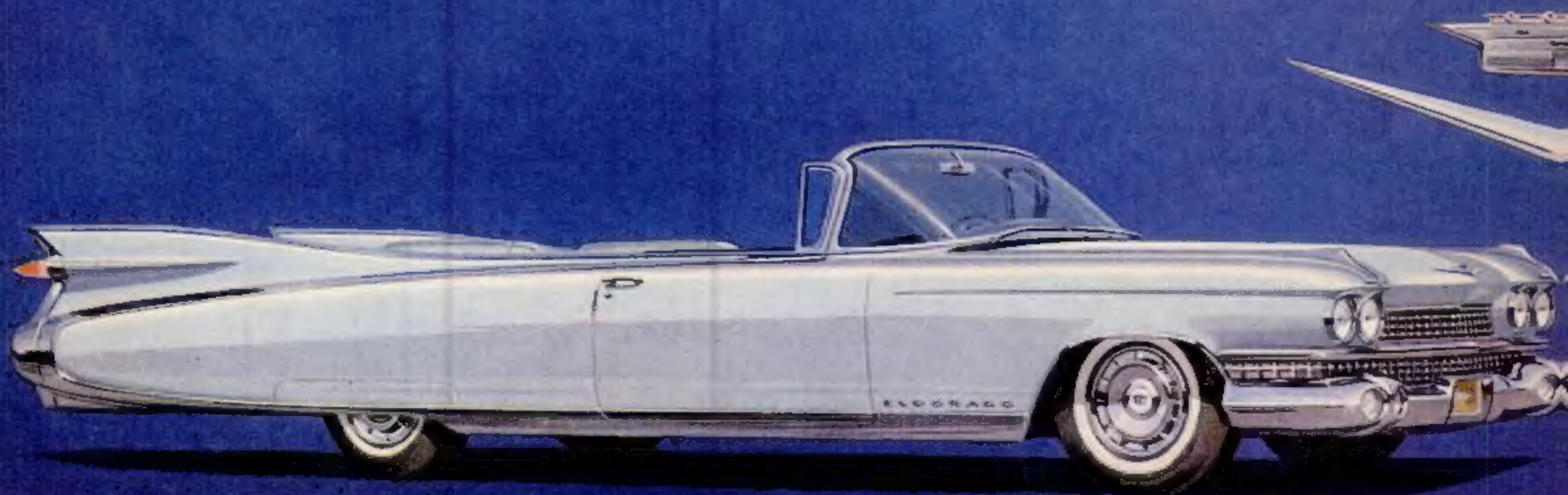


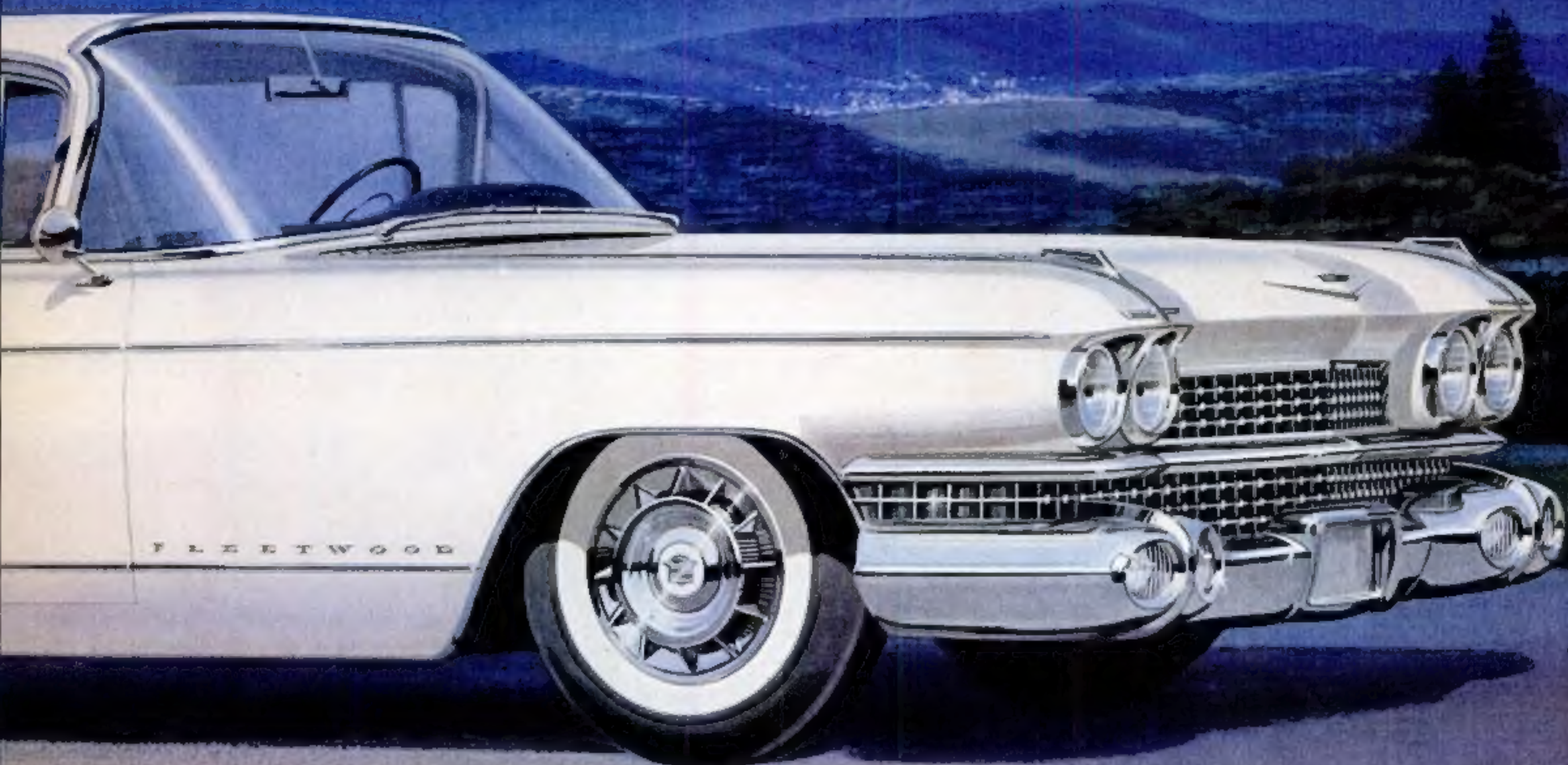
THE FLEETWOOD SIXTY SPECIAL

THE 1959 *Cadillac* A NEW

By appointment to the world's most discriminating motorists

THE ELDORADO Biarritz





REALM OF MOTORING MAJESTY!

A single glance tells you, beyond any question, *that these are the newest and most magnificent Cadillac cars ever created.* Dazzling in their beauty, enchanting in their grace and elegance, and inspiring in their Fleetwood luxury and decor—they introduce a new realm of motoring majesty. And a single journey at the wheel will reveal still another unquestionable fact—*that these are the finest performing Cadillacs ever produced.* With a spectacular new engine, with a smoother, more responsive Hydra-Matic

drive, and with improved qualities of ride and handling, they provide a totally new sense of mastery over time and distance. This brilliant new Cadillac beauty and this marvelous new Cadillac performance are offered in thirteen individual body styles. To see and to drive any of them is to acknowledge Cadillac a new measure of automotive supremacy. Your dealer invites you to do both at your first opportunity.

CADILLAC MOTOR CAR DIVISION ■ GENERAL MOTORS CORPORATION

THE SIXTY-TWO COUPE





Something old (the bourbon). Something new (the bottles). The old: Walker's DeLuxe straight bourbon aged 7 years in cask. The new: Pint and half-pint flasks—curved, with Jigger Top. Handsome new labels, too. No bourbon anywhere is more deluxe than Walker's DeLuxe! Try it!

STRAIGHT BOURBON WHISKEY • 7 YEARS OLD • 26.8 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS

Copyrighted material

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

RCA VICTOR

JENNIFER LOPEZ

LIVE

ORIGINAL RECORDING

LIVE AT THE MONTREUX JAZZ FESTIVAL

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

**THE GOLDEN AGE OF
BENNY GOODMAN**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



DUKE
ELLINGTON orchestra
in a mellotone

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

A black and white movie poster for the film 'Artie Shaw and His Orchestra: Moonglow'. The poster features a large, dark, abstract image of a person's face in profile, looking towards the right. In the top right corner, there is a small logo that says 'SEALED TOP' with a graphic of a film strip. Below this, the text 'ARTIE SHAW' is written in a large, bold, serif font. Underneath 'ARTIE SHAW', the text 'and His Orchestra' is written in a smaller, italicized serif font. The title 'MOONGLOW' is prominently displayed in the center in a large, bold, serif font. In the bottom right corner, there is a circular inset showing a man in a suit and hat, possibly Artie Shaw, standing and looking towards the camera. The overall tone of the poster is dramatic and classic.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

for only \$398

NATIONALLY ADVERTISED
PRICES TOTAL \$19.00

**NATIONALLY ADVERTISED
PRICES TOTAL \$19.90**

Thus exciting new plan, under the direction of the Book-of-the-Month Club, enables you to have on tap a variety of popular music for family fun and happier parties . . . and at an immense saving. Moreover, once and for all, it takes bewilderment out of building such a well-balanced collection. **You pay far less for albums this way than if you buy them haphazardly.** For example, the extraordinary introductory offer described above can represent an approximate 33 1/3% saving in your first year of membership. **Thereafter you can continue to save up to 33 1/3%.** After buying the five albums called for in this offer, you will receive a free 12-inch 33 1/2 R.P.M. album, with a nationally advertised price of at least \$3.98, for every two albums purchased from the Club. **A wide choice of RCA Victor 12-inch long-playing albums will be described each month.** One will be singled out as the album-of-the-month. If you want it, you do nothing; it will come to you automatically. If you prefer one of the alternates—or nothing at all—you can make your wishes known on a form always provided. You pay the nationally advertised price—usually \$3.98, at times \$4.98 (plus a small postage and handling charge).

THE SWING CLASSICS PICTURED AT LEFT ARE 12-INCH 33½ R.P.M. LONG-PLAYING. THEY ARE THE ORIGINAL RECORDINGS NOW REPROCESSED TO ENHANCE THEIR SOUND

THE RCA VICTOR POPULAR ALBUM CLUB

P22-10

c/o Book-of-the-Month Club, Inc., 345 Hudson Street, New York 14, N. Y.

Please register me as a member of The Real All-Around Popular Album Club and send me the five-album set of Swing Classics for which I will pay \$3.98, plus a small mailing charge. I agree to buy five other albums offered by the Club within the next twelve months, for each of which I will be billed at the normally advertised price, usually \$3.98, at times \$4.98 (plus a small postage and handling charge). Thereafter, I need buy only four such albums in any twelve-month period to maintain membership. I may cancel my membership any time after buying five albums from the Club (in addition to those included in this introductory offer). After my fifth purchase, if I continue, for every two albums I buy I may choose a third album free.

Time _____

Address _____

City	Zone	State
------	------	-------

NOTE: If you wish to enroll through an authorized RCA VICTOR dealer, please fill in form

Dealer's Name _____

Address _____

PLEASE NOTE: Send no money. A bill will be sent. Albums can be shipped only to residents of the U. S., its territories and Canada. Albums for Canadian members are made in Canada and shipped duty free from Ontario.

"A while ago my
sinuses hurt,
my head was
throbbing . . .

"I was sniffing,
sneezing . . .
all stuffed up.

"I ached
all over
and felt tired,
dragged-out . . .

"Then I took these
new Vicks
cold tablets—
and I never
felt better
so fast
in my life!"

"Would you believe it . . .
I have a cold!"



New Vicks Double-Buffered Cold Tablets act to
relieve colds, sinus pain 53% faster
than other leading antihistamine cold tablets



While the other leading anti-
histamine cold tablets tested
are only partially at work . . .

New Vicks Double-Buffered Cold Tablets
have already rushed cold-and-sinus pain
relievers into the body 53% faster.

New fast
relief for
blocked
sinuses, colds
congestion,
stuffy nose—
relief that
aspirin
does not give—
plus chest
congestion,
aches and
pains.

1. DOUBLE-BUFFERED cold-and-sinus pain relievers proved 53% faster at university. Tests at a famous university found that while other leading antihistamine cold tablets are only partially at work . . . Vicks Double-Buffered Cold Tablets have already rushed cold and-sinus pain relievers into the body 53% faster.

2. RELIEVE COLDS CONGESTION and blocked sinuses . . . promote sinus drainage. Vicks Double-Buffered Cold Tablets do more than relieve sore throat, chest congestion, aches and pains . . . they relieve congested sinus passages, promote sinus drainage . . . and relieve sniffles, sneezes, cold-stuffed nose—relief that aspirin does not give.

3. PICK YOU UP with stimulating medications. New Vicks Double-Buffered Cold Tablets relieve that tired, dragged-out feeling of a cold with two stimulating medications. Pick you up fast, help you feel more alert.

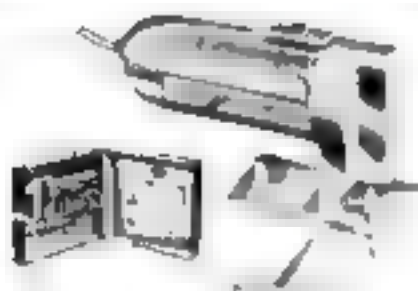
For your family's health trust VICKS . . . makers of world's leading colds medications

THERE IS NOTHING LIKE THE FEEL OF THE RIGHT GUN...



OR THE RIGHT TOOL

AND THE KNOWING HOW TO USE IT.



Saw only \$29.95

THE RIGHT POWER SAW—Cuts 2x4's in seconds—cuts $\frac{1}{2}$ " steel. Cuts anything! Does work of rip saw, jig saw, cross cut, scroll, coping, hack, band and keyhole saw. Cuts any shape; straight lines, curves, circles designs. Makes own starting hole. Saw Kit with saw, rip guide, circle cutting attachment, metal carry-box, 5 blades \$32.95.



Drill only \$29.95

THE RIGHT 2-SPEED, $\frac{1}{2}$ " POWER DRILL—Lets you change from 1000 to 3000 r.p.m. and back to get just the right speed for different jobs. Speed change is quick, positive. Ingenious AC/DC motor delivers maximum torque under load. Has $\frac{1}{2}$ " Jacobs geared chuck. 35 piece Accessory and Toter Kit \$9.95.



KIT \$9.95

THE RIGHT ELECTRONIC SOLDERING GUNS—Ideal for practically all home soldering jobs. Working hot in $2\frac{1}{2}$ to 5 seconds. Long reach, long life tips. Automatic spotlight. Sturdy plastic housings, all perfectly balanced. 8 models—feather-light 100 watt to 250 watt heavy duty. Other guns and kits \$5.95 to \$15.95.



Only \$13.95 to \$19.95

THE RIGHT SANDER-POLISHERS and KITS—For sanding wood, metal, leather edging plaster patches and joints, etc. For polishing car, furniture, woodwork—any surface. Straight-line action permits working with the grain, for perfect scratch-free surfaces. 3 types—fine finishing, general utility, heavy duty.



Especially prepared by the Editors of **POPULAR MECHANICS**, this book "shows" you all the simple tricks of how to get the most out of your power tools... A 50c value, simply send this coupon plus 25c in Coin only (no stamps, checks, M.O.'s) to:

WEN Products Inc., Box 442, Chicago 90, Ill.
Department Number L-11

Your Name

Street Address or P.O. Box

City

State

(Export sales, Scheel International, Inc., Chicago)



PRODUCTS INC., BOX 442, CHICAGO 90, ILL.

Who in the World Built this Beauty...
the only car with
Wide-Track Wheels?



EXCLUSIVELY YOURS—WIDE-TRACK WHEELS

Wheels moved out a full 5 inches for the widest, steadiest stance in America—better cooling for engine and brakes—lower center of gravity for better grip on the road, safer cornering, smoother ride, easier handling. *You get the most beautiful roadability in the whole wide world!*

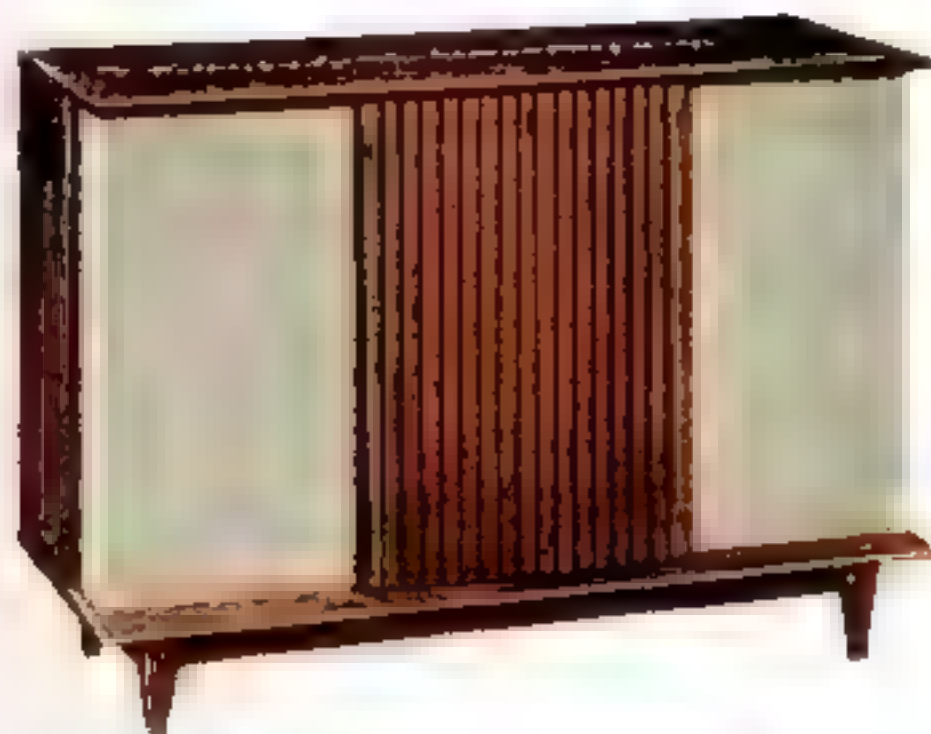
On Display Oct. 9th

announcing a new world of sound...



1959 ADMIRAL DUAL CHANNEL STEREO HIGH FIDELITY

AWARD-WINNING DESIGN! SPACE SAVING ALL-IN-ONE UNITS! ALSO MATCHING 2-CABINET ENSEMBLES!



An historic first! All 1959 Admiral Dual Channel Stereo High Fidelity Phonographs not only play the new Stereophonic records but also make your present high fidelity records sound better, too! All this at no extra cost!

Now Dual Channel Stereophonic sound in your home...just as an orchestra leader hears it! Strings to the left...reeds to the right. *Moving dimensional sound!* Admiral Stereo is so realistic you can't believe your ears. The secret is Admiral's quality and new Golden Twin Stereo Sound Systems...2 complete sound channels acoustically matched and balanced.

Choose from cabinets that won the Institute of Art Award for design...in smart *space-saving all-in-one* units and in *matching 2-cabinet ensembles!*

As easy to play as any other phonograph but what a wonderful world of difference in what you hear! *Both* your ears get full directional sound through *two sound systems*. Eight speakers! Incomparably better than single system high fidelity. Hear *true Stereo* sound now at your Admiral dealer.

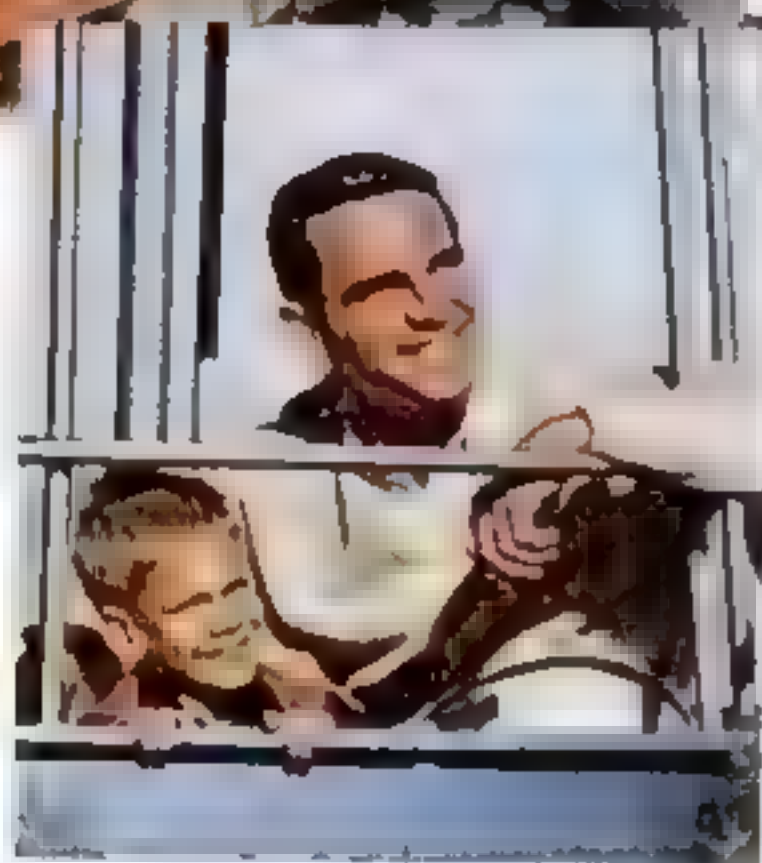
Above: Essex, Model 944; Master Stereo High Fidelity FM-AM Cabinet with matching Steps and Portable and Console models available in a wide selection of decorator cabinets: modern, transitional, provincial, Lubana, Americana.

 MARK OF QUALITY **Admiral**
THROUGHOUT THE WORLD

The Inverness Model 907, Complete in one Stereo High Fidelity FM-AM with exclusive Golden Twin Wide-Angle Stereo Sound Systems...the smart space-saving answer to your decorating dreams!

SOLD IN 90 COUNTRIES MANUFACTURED IN U.S.A. AUSTRALIA, ARGENTINA, BRAZIL, CANADA, ITALY, MEXICO, PHILIPPINES, AND URUGUAY.

These color photos of INA's Family with a Future were taken at world-famous Disneyland in California. INA maintains the visitor's information center there. Earlier this year, INA brought many families to Disneyland to exchange views on security in family life. The carefree feeling Disneyland gives visitors is just what Insurance by North America brings to families everywhere.



NEW PAY-BY-THE-MONTH IDEA

makes the complete protection of



To go places and do things and live in the modern American way, your family needs *complete* modern insurance protection.

For many, this has meant big annual insurance payments, due at awkward times. But now you can *s-p-r-e-a-d* the payments for *all* your INA insurance evenly through the year.

All you do is open an account through your nearby INA agent. From the moment you write your first check—even though it's only a small *partial* payment—INA gives your family the



INA family insurance far easier to afford

complete protection that makes you feel truly secure and carefree.

Every benefit in the well-known INA policies listed on the right can be yours immediately with this pay-as-you-go plan.* All the economies of INA's "packaged protection" are yours. All the strength and safety of Insurance Company of North America, founded in 1792, stand behind you. And this protection is so simple to buy and pay for by the month. Your INA agent—or your broker—is as near as your telephone.

Your one small monthly check pays for any combination of this INA protection:

HOMEOWNERS & TENANTS policy protects home and contents against fire, windstorm, theft, liability and other risks at a substantial saving in cost.

FAMILY ACCIDENT & SICKNESS policy provides: an income if head of family is disabled; a sum for accidental death. Pays most normal *and* major medical and surgical costs for all the family.

FAMILY AUTOMOBILE policy provides *all* important coverages for car and occupants.

LIFE INSURANCE policies provide a full range of protection for any and all members of the family.

* Sorry—not yet in Ohio or Virginia

INSURANCE BY NORTH AMERICA

INA

Insurance Company of North America • Indemnity Insurance Company of North America • Life Insurance Company of North America • Philadelphia



TWO ROOSEVELT BOYS ARCHIE, 8 (SALUTING) AND QUENTIN, 4 JOIN ROLL CALL OF WHITE HOUSE POLICE IN 1902. AT DUSK THEY USED TO TRAIL THE

Peeks at White House through





LAMPLIGHTER, SNUFFING OUT LIGHTS OF THE



CLEVELAND'S BRIDE, the former Frances Folsom, posed for this portrait while in the White House, where thousands came to admire her beauty.

the Years

The White House, a national monument and symbol of the U.S. presidency, is also a home that has had a heap of living. In her new book out next week, *The White House and Its 32 Families* (McGraw-Hill), Amy La Follette Jensen has compiled an extraordinary multifamily album. The pictures on these pages show lively moments picked from the book's 400 drawings and photographs.

Plumbing was a White House concern from 1800 when John Adams, the first tenant, moved in to find it had none, to President Taft, who ordered a bathtub for himself that was so big it could hold four (left). Of more than 50 children who called the White House home, none treated it more like one than Teddy Roosevelt's six boys and girls, who skated in the corridors, brought in pet kangaroo rats and paraded with the White House police (above, left). The only bride taken by a President in the White House was Frances Folsom (above, right), who was 23 when she married 19-year-old Grover Cleveland in the Blue Room. At the end of her husband's first term Mrs. Cleveland told a favorite servant, Jerry Smith (right), to keep things in good order because she would be back for another term. Through the next four years he dusted determinedly for Mrs. Benjamin Harrison and finally Mrs. Cleveland came back.



MRS. CLEVELAND'S SERVANT, "Old Jerry" Smith, won her affection with his happy smile and the accomplished way he handled a feather duster.



HARDING'S VISITOR, Evangelist Billy Sunday, took advantage of a trip to the White House to ham it up for publicity pictures in the doorway.

← TAFT'S TUB made outsize to hold his hulking 300-pound frame, is photographed at the factory where it comfortably seated four full-sized workers.



Except for Mother...

Nobody loves baby
better than THAYER



THAYER Inc., Gardner, Mass.
FINE JUVENILE FURNITURE AND CARRIAGES

LIFE

EDITOR-IN-CHIEF Henry R. Luce
PRESIDENT Roy E. Larsen

MANAGING EDITOR
Edward E. Thompson
ASSISTANT MANAGING EDITORS
Philip H. Wootton Jr.
George P. Hunt
Edward O. Cerr

John K. Jessup . . . CHIEF EDITORIAL WRITER
Charles Tudor ART DIRECTOR
Joseph Kastner COPY EDITOR
Marian A. MacPhail . . . CHIEF OF RESEARCH
Ray Mackland PICTURE EDITOR

SENIOR EDITORS: Donald Birmingham,
Gene Farmer, William Gray, Kenneth
MacLeish, Hugh Moffett, Tom Prineaux,
Sam Welles

STAFF WRITERS: Herbert Brown, William
Brinkley, Roger Butterfield, Robert Cough-
lan, Frank Gibney, Paul O'Neil, John Oa-
borne, Landon Wainwright, Robert Wallace.
PHOTOGRAPHIC STAFF: Margaret Bourke-
White, Edward Clark, Ralph Crane, Louisa
Dean, John Dominio, Alfred I. Sennhardt,
Eliot Elisofon, J. R. Everman, A. R. Far-
man, Andreas Feininger, Albert Penn, Fritz
Goro, Allan Grant, Yale Joel, Mark Kauf-
man, Robert W. Kelley, Dmitri Kessel, Nina
Leen, Thomas McAvoy, Leonard McConbe,
Francis Miller, Ralph Murie, Carl Mydans,
Gordon Parks, Michael Rousor, Walter
Sanders, Frank J. Scherichel, Joe Scherichel,
Paul Schutzer, George Silk, Howard So-
churek, Peter Starkpole, Grey Villet, Hank
Walker, Stan Wayman, James Whitmore.
ASSISTANT PICTURE EDITORS: Frank Cam-
pion, Lee Etington.

Film Editors: Margaret Sargent, Nancy
Reardon, Barbara Brewster

ASSOCIATE EDITORS: Oliver Allen, John
Dele, Ralph Graves, Mary Harman, Eno
Hobbing, Edward Kern, Sally Kirkland,
David Scherman, Marshall Smith, John
Thorne, Keith Wheeler, A. B. C. Whipple,
Warren Young.

ASSISTANT EDITORS: Robert Ajenian,
David Bergamini, Earl Brown, Mathilde
Camastra, Charles Champion, Robert Drew,
Terry Drucker, Timothy Foote, Nancy
Genet, W. H. Godrick, Lee Hall, Muriel
Hall, Monica Horne, Patricia Hunt, Jer-
ry Korn, Mary Lesterbee, Jeanne Le-
Monnier, James Lipscomb, Paul Mandel,
Richard Merryman, Jack Newcombe,
Eleanor Parish, Joseph Roddy, Albert
Rosenfeld, Irene Saint, Dorothy Seiberling,
John Stanton, Valeria Vanderburgh.

REPORTERS: Linda Asher, Elizabeth Baker,
Mary Elizabeth Barber, Margaret Bassett,
Laura Bell, Richard Billings, Patricia Buse,
Margery Byers, Mary Cadwalader, Gai
Camerno, Jeanne Campbell, Vivian Camp-
bell, Barbara Cummings, Jeanne Dem-
sey, Josephine Dexter, Beatrice Dobie,
Laura Ecker, Charles Elliott, Diana Fetter,
Jack Fincher, Tom Flaherty, Joan Gilson,
Frances Glennon, Judson Gooding, Ken-
neth Gouldthorpe, Gerry Green, Kathleen
Hampton, Terry Harman, Alexis Hila, Ja-
dith Holden, Grace Hulan, Nancy King,
Evelyn Lang, Richard Lewis, Harvey
Loomis, John MacDonald, David Martin,
Joann McQuiston, Lucetta Nelson, Clara
Nicola, John Ommundsen, Sheila Oa-
mundsen, William Pain, Betty Patterson,
Maya Pines, John Porter, Stanley Price,
Henriette Rosenborg, Louise Samuels,
Diane Sawyer, Arthur Seidenbaum,
Kathleen Shortall, Ruth Silva, Marion
Steenmann, Jean Strong, Lucy Thomas,
Martha Turner, Terry Turner, Abson
Weisen, Marilyn Willems, Thomas
Wheeler, Margaret Williams, Alex Witte-
borg, Sharon Workman.

COPY READERS: Helen Deuell (Chief),
Dorothy Hason, Barbara Facer, Virginia
Sandler, Marguerite Schoeps, Suzanne Weiss,
Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (As-
sociate Art Director), Margit Varga, Robert
Young (Assistant Art Directors), William
Gallagher, Hilde Adelsberger, Matt Greene,
Earle Kersh, Albert Ketchum, Anthony
Solano, Richard Valenti, John Woods.

PICTURE BUREAU: Natalie Koelsch (Chief),
Mary Carr, Betty Doyle, Margaret Gold-
smith, Ruth Lester, Maude Mohr.

PHOTOGRAPHIC LABORATORY: William J.
Sunuta (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief),
Doris O'Neil, Alberta Kreh.

U.S. & CANADIAN NEWS SERVICE: James
Shepley (Chief), Tom Carmichael, Richard
Clintman, Helen Fennell, Marshall Lym-
den, Charles Osborne, Warrington John
L. Steele, Donald Wilson, Patry Parkin, Nor-
man Ritter, Don Schenck, Henry Suydam.

CHICAGO: Roy Rowan, Jane Estes, John
McDermott, Russell Sackett, Don Under-
wood, Paul Welch; LOS ANGELES: Frank
McCollough, John Jenkins, Shana Alexan-
der, Peter Bunsel, James Goode, George
McCue, Davis Thomas, David Zeitlin.

ATLANTA: Harry Johnston, Richard Stolley,
Robert Mason; BOSTON: Murray Gari,
Wilbur Jarvis; DALLAS: Thomas Martin,
Jane Scholl; DENVER: Barbara Beshop,
Bayard Hooper; DETROIT: Marshall
Berger, Richard Anthony; SAN FRANCISCO:
Richard Pollard, William Trumbull.

SEATTLE: Robert Schulman; ANCHORAGE:
William Smith; OTTAWA: Arthur White,
Oliver Clapton; MONTREAL: Harrison Lilly,
Toronto: Douglas How, Calgary: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John
Hughes (Chief), John Boyle, George Catu-
rani, Florence McNeil, London: Robert
Manning, Norman Ross, Anne Angus, Ruth
Lynam, Robert Morse, Paris: Frank White,
Milton Orshelsky, Anne Chamberlin, Will
Lang, Gabrielle Smith, David Snell, Tux
Hague: Israel Shonker, Bonn: Edward
Hughes, John Muhlen, Vienna: Dwight
Martin, Rome: Walter Gussard Jr., Dora
Jane Hamblin, Beirut: Stanley Karnow, Jo-
hannesburg: Curtis Prendergast, Athens:
Donald Burke, Beirut: John Mecklin,
New Delhi: Donald S. Connery, Hong
Kong: James Bell, Scott Leavitt, James
Burke, Tokyo: Alexander Campbell, Mex-
ico City: Richard Oulahan Jr., Panama:
Bruce Henderson, Rio de Janeiro: George
de Carvalho, Buenos Aires: Piero Sapariti.

PUBLISHER Andrew Beakell
GENERAL MANAGER . . . Robert T. Eban
ADVERTISING DIRECTOR . . . Clay Buckhout

A few of
the many fine
THAYER
baby products



Crib and Mattress — Double drop sides
with toe-touch treadle. Plastic teeth-
ing rails. Fawn decal in full color.
Heavy-duty, wet-proof mattress with
distinctive design.

Crib — \$38.84 Mattress — \$14.84



Chrome High-Youth Chair. Full size, non-
tip design. Unbreakable, 3-position
plastic tray is removable. Easily-
cleaned heavy vinyl upholstery, safety
strap. Adjustable footrest. Choice of
colors. \$14.84.



Pres-Toe-Pen. Pen-floor 8" off floor.
Metal center leg, plastic teething rails
and towel decorations. Double top rail
and toe-touch folding. Colored floor.
\$19.84.



Stroller-Sleeper with laminated Ber-
muda pattern. Luxuriously cushioned.
4-position backrest. Wide adjustable
footrest. Detachable canopy and
white tires. \$13.84.

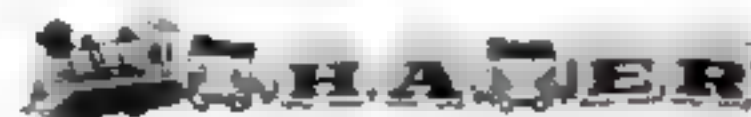
THAYER, INC.

Gardner, Massachusetts

Fine Juvenile furniture and carriages

All prices shown are suggested retail prices

In Canada — Wertheimer Distributors, Ltd.,
1470 Peel St., Montreal, P. Q.
Prices slightly higher in Far West and Canada
because of shipping costs.





For the man of affairs: a set of matched accessories executed with suave diplomatic restraint in supple, slashed leather with gold accents.

The International Set by **LORD BUXTON**

best for your money

IN MATCHED SETS OR INDIVIDUALLY: CONTOUR® KEY TA NER® \$3.50 CIGARETTE LIGHTER, \$2.95 SNAP TOP CIGARETTE CASE, \$3.95. SPEC TAINER® \$2.50 THIN-FOLO BILLFOLD, \$5.95. ALL PRICES PLUS TAX.

Auto Care

starts with



Auto Care can prevent costly engine repair!

If the spark plugs in your car have gone 10,000 miles, they're due for a change. A new set of AC Hot Tip Spark Plugs can start you out again with like-new performance. That's because AC's exclusive Hot Tip burns away carbon and oil deposits, keeps them clean-burning to assure efficient fuel combustion.

ACs are factory-installed on more new cars than any other make. Have an AC dealer install a new set in your car. Remember—Auto Care starts with AC.

AC SPARK PLUG  THE ELECTRONICS
DIVISION OF GENERAL MOTORS

Watch Walt Disney Studios ZORRO
every week on ABC TV



Sparky Says:

"GET A NEW SET EVERY 10,000 MILES!"

LETTERS TO THE EDITORS

MORE LIVABLE HOMES

Sirs,

I was most pleased to read the first article of the new LIFE series on "The U.S. Need for More Livable Homes" (LIFE, Sept. 15). The home-building industry has long needed the support of a national publication that would present to the American people the importance of livable homes. I am confident that what LIFE presents will have a far-reaching effect on the improvement in good housing and good communities.

ROBERT R. WORK

Pittsburgh, Pa.

Sirs:

Congratulations on another vital and important journalistic boost to better architecture! We of the American Institute of Architects feel that it is our responsibility to make the American dream house worthy of the American dream.

JOHN NOBLE RICHARDS
President

American Institute of Architects
Washington, D.C.

Sirs:

Dean Burchard's plea for the amenities was sensitively yet vigorously written.

C. J. G. CARROLL

Ottawa, Canada

Sirs

We have read with considerable interest the first in your new series. As home builders we agree with the editors of LIFE that the building industry must begin to meet the challenge of providing houses that more adequately serve the needs of contemporary living.

FRIE JONES

Rolling Meadows, Ill.

Sirs:

Just as we must go to the store and choose from what is offered in the way of ready-made clothing (and horrors, what a choice we have this year), so the average seeker of a home, with limited resources, must buy what has already been built and compromise with what he would like and buy what he can afford. Many women love mink but must settle for muskrat!

SOPHIE F. NORMAN

Baltimore, Md.

Sirs,

You're right! We have four children and a two-bedroom home with no basement. And as I read your article all I had to do was look up and I could see all of your "undesirable traits" right before my eyes.

But two advantages are present. This home is good for my posture. With everything so crowded and posture with your "tail tucked in" is a necessity. Also, I have become a clean-up and put-away artist. One item out of place in any room makes it look cluttered.

CAROL PRESCOTT

Camp Hill, Pa.

AIR CADETS' WELCOME HOME

Sirs:

The remark, in showing two academy parade casualties ("Air Cadets' Welcome Home," LIFE, Sept. 15), to the effect that this is "a sight more typical of British than U.S. parades" seems utterly uncalled for, ill advised and out of place. The British never seek excuses when their soldiers pass out on strenuous ceremonial parades. Why should you?

I can't recall a picture of a British parade casualty out of a comfortable "at ease" position. Can you?

HANS KAUFMANN

New York, N.Y.

● While it is true that most pictures of British parade casualties show the men at attention, here is a photograph of a Royal Canadian Engineer who fainted while "at ease" in the sun during Princess Margaret's visit to Victoria, B.C. last July.—ED.



SOLDIER FAINTS IN CANADA

RACE RIOTS IN AN ODD PLACE

Sirs:

Americans are being given the wrong slant entirely on race trouble in England ("Race Riots in an Odd Place," LIFE, Sept. 15). True, there is trouble between a small minority of whites and some colored people but there any similarity between the Negro situations in England and in America ends abruptly.

I attended schools in England and never heard of a school there refusing to admit a child because of skin color. I studied in London for years with colored lads from India, various parts of Africa, West Indies, etc., and never saw a single discriminatory action against any one of them. In England there is no Ku Klux Klan, no separate seats in buses or movies, no special restaurants. What little race prejudice there is today is not aided and abetted by any state or local officials as it is here by characters like Faubus.

You cannot clean your own doorstep by throwing dirt on the cleaner steps of your neighbors.

WILLIAM PAUL DU PRE

Pompton Lakes, N.J.

IN THE U.S., MOSTLY QUIET

Sirs:

The picture of Martin Luther King Jr. showing the cops with an armhold on him ("In the U.S., Mostly Quiet," LIFE, Sept. 15) intrigues me. Too many of us are not accepting this as strange any longer. Our attitude to do anything about it is worsening.

What an irony of contrasts that focus in this picture. Faubus' faith is in the National Guard, Ike's in airborne troops. Kasper is geared to mob violence and the policeman's triumphant faith is in the armhold. What does Mr. King have? Love is his attitude. Justice is his vision. Whose side is God on?

As for me, my position is awkward; my heart is with Mr. King, my head is for law and order, my skin is white, my country is bleeding—all I do is write a letter!

JIM PLAGHMAN

San Lorenzo, Calif.

THE PEOPLE'S STOCK MARKET

Sirs:

Being a registered representative of a New York Stock Exchange firm, I must say that Ernest Havemann's article, "The People's Stock Market" (LIFE, Sept. 15), shows a more thorough knowledge of the subject than any single broker. This was no shallow accounting for

the layman alone; this touched on matters I believe but could not find words or courage to utter.

How in the world did he ever learn so much about my business? But more miraculous, how was he able to tell it so precisely?

VINCENT J. LAYTON

Clayton, Mo.

Sirs:

As a security broker and analyst, I was impressed with your excellent article. However this market has been the professionals' market, not the people's market. The people as evidenced by the odd-lot public have consistently reduced their purchases while 1958 progressed.

MICHAEL BERNSTEIN

Chicago, Ill.

● While odd-lot (under 100 shares) purchases are down, they are more than balanced by the increase in mutual funds, the Monthly Investment Plan, investment clubs and employee stock purchases—all of which involve the public in the market.—ED.

AGED LOVER OF ANCIENTS

Sirs:

Could anyone be more entranced with the enigmatic smile of Mona Lisa than with the eyes of Edith Hamilton ("Aged Lover of Ancients," LIFE, Sept. 15)? I could study those for the rest of my life and never bring myself to face up to the challenge they demand from any thinking human being. Her portrait is a masterpiece of photography.

MRS. R. L. EGGERT JR.

Chatham, N.J.

BING'S BOYS ON THEIR OWN

Sirs:

LIFE's spread on the Crosby ("Bing's Boys on Their Own," LIFE, Sept. 15) attributed talent as well as ambition to the sons of Der Bingle. Ambition they may have, but it would be just to say that with trace elements of talent, the Crosbys one and all have made a good thing out of the low state of public taste.

NORRIS PYNNE

La Crosse, Wis.

Sirs:

What is more diverting and reassuring in this Age of the Precipice than to see the four Crosby brothers on the cover of LIFE. Intentionally or not, you have pointed out by this picture the contrast between the desperation and the apathy of our times.

DAVID POLISH

Evanston, Ill.

GROWNUP'S YOUNG GETUPS

Sirs:

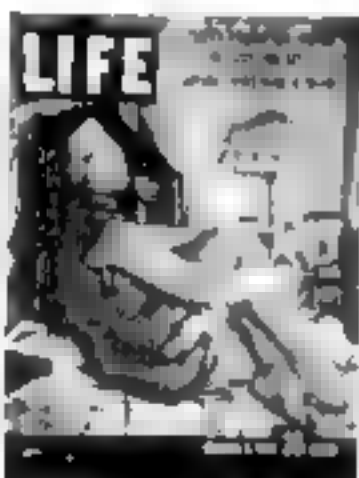
Goody for Annie Fargue who has solved her problem in the children's department ("Grownup's Young Getups," LIFE, Sept. 15). Perhaps she will help me with mine—which may some day be hers—by finding a way to dress, with dignity and fashion, a young figure (31-21-31—4 feet 9 inches) with a 43-year-old face.

After a certain age the solution found in the children's department is incongruous and unsuitable.

JADWIG WARIK

Lyndhurst, N.J.

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois



Please send ONE YEAR OF LIFE \$7.75

(In continental United States, Hawaii, Puerto Rico, Virgin Islands and Canada.)

(1 year at the single copy price would cost you \$13.00.)

to _____ name
_____ address
city _____ zone _____ state _____

TO SPEED DELIVERY OF LIFE—and all your mail—please be sure to include your zone number in your address. The mail you send will get there faster, too, if the address carries a zone number. L-3440


Please address all correspondence concerning LIFE's editorial and advertising content to: LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Subscription Service: J. Edward King, Genl. Mgr. Mail subscription orders, correspondence and instructions for change of address to:

LIFE SUBSCRIPTION SERVICE
540 N. Michigan Avenue
Chicago 11, Illinois

Change of Address: Send old address (exactly as imprinted on mailing label of your copy of LIFE) and new address (with zone number if any)—allow three weeks for change-over.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL Digest and HOUSE & HOME. Chairman: Maurice T. Moore, President: Roy E. Larsen, Executive Vice President for Publishing: Howard Black, Executive Vice President and Treasurer: Charles L. Stillman, Vice President and Secretary: D. W. Brumbaugh, Vice Presidents: Edgar R. Baker, Bernard Barnes, C. Jay Backlund, Arnold W. Carlson, Allen Grover, Andrew Heakell, C. D. Jackson, J. Edward King, James A. Linn, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen Jr., Comptroller and Assistant Secretary: John F. Harvey.



New cars of The *Forward Look* for 1959 from Chrysler Corporation

Plymouth • Dodge • DeSoto • Chrysler • Imperial

**Somehow
we have
a hunch
we're
being
followed**

Our ears may be a bit biased, but as the '59 cars of our competitors make their bows we could swear we can hear more and more people saying "*Chrysler Corporation sure started something*".

Certainly you can see the unmistakable influence of design and engineering principles pioneered by Chrysler Corporation. It was the start of an inevitable trend.


Very soon now the 1959 models of the cars that started it will be ready for you to look at.

See them. Then make your own decision.

But don't just stand there looking. Take a drive.

The important thing about these cars of The *Forward Look* for 1959 is that they can do what they look like they can do, and they look like they can do more than any other cars on the road.

A drive will bring out the difference great engineering makes.





WE LIKE TO SEE THEM EMPTY, TOO

To our eyes, no sight promises such rich pleasure as a *full* box of fine, mild Dutch Masters cigars. But we enjoy seeing *empty* boxes, too. Because then we know that the Dutch Masters promise of pleasure—of superb smoking—has been fulfilled. Ask for Dutch Masters today. We think you'll find them very much to your taste.

Dutch Masters[®], the fine cigar

7 sizes from 2 for 25¢ to 25¢ each. Also available in slim down 5 pack and traditional box of 50.





LIFE

Vol. 45, No. 14 Oct. 6, 1958

EXPLORING THEIR NEW \$6 MILLION HOLLYWOOD POSSESSION, DESI ARNAZ AND WIFE LUCILLE BALL RIDE THROUGH OLD RKO LOT IN HER PERSONAL GOLF CART

ARNAZ AND BALL TAKE OVER AS TYCOONS \$30 MILLION DESILU GAMBLE

Photographed for LIFE by LEONARD McCOMBE

As the fall entertainment season gets under way, the man for the country to watch is Desiderio Alberto Arnaz y de Acha III—in short, Desi Arnaz. It will be almost impossible, in fact, not to watch Desi. Every week an average eight hours of TV time will be filled by filmed programs in which Desi has had a hand or from which he makes a profit. As president of Desilu Productions which he and his wife Lucille Ball own, Desi is actor, director, landlord.

But mostly Desi is a producer in a time when the producer has become of huge importance in TV. More and more this year TV networks are bowing out as creators of entertainment, are handing the job to independent production

ouths. Way out in front of the independents is Desi Arnaz, a new kind of tycoon.

He is a tycoon to the tune of a \$30 million gross product a year. Only a small part will come from the *I Love Lucy* kind of comedy show that made him and Lucille Ball rich. The *Lucy* format will be continued in a few of the 12 new shows Desilu will produce for Westinghouse for \$5 million. Desilu gets \$20 million for making six other programs, ranging from *Walter Winchell File* to *This Is Alibi* and for providing facilities to other TV producers. Desilu owns the biggest array of TV filmmaking facilities in the industry, among them the 11-acre RKO movie lot in Hollywood

which Desi surveys above. He bought RKO late last year—lock, stock and 25 sound stages.

All this is acutely satisfying to the 41-year-old Cuban who has for years been looked on largely as the husband and foil of one of the best comediennes in the business. The envious in Hollywood like to chuck dead fish at Desi for his contrived comedy and success, at him as a man who became a mogul through part-falls and a stage-door marriage. Desi's vast operation is a big gamble, partly with borrowed money. But he has great confidence in himself and his good fortune. "Sometimes," he says in the accent he uses offstage and on, "I say to myself 'Desi, you are a verry lucky Cuban.'"



CARRYING THE CARES OF EMPIRE. Desi Arnaz and wife Lucille Ball show effects of hard work in the studio. Desi, whose enterprises include a dramatic

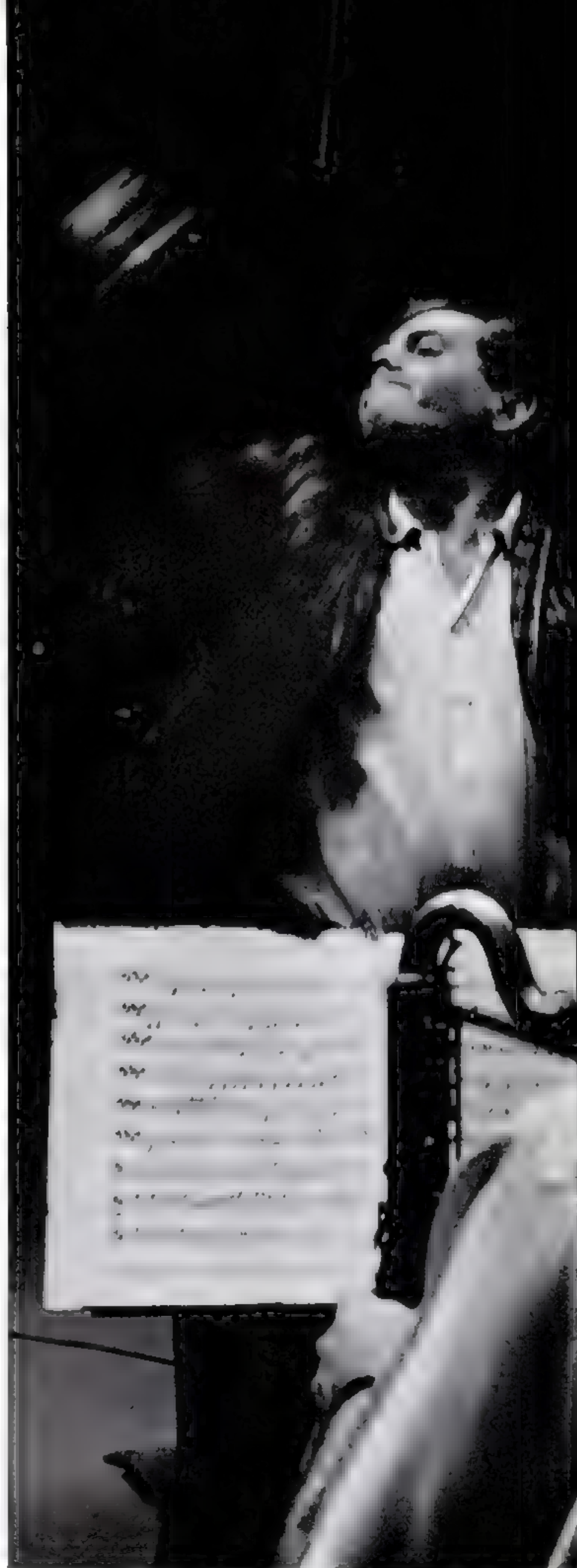
series, holds a piece of research. Lucy, in housepainter's hat she wore for film that promotes the Westinghouse series, gives him some wisely reassurance.



EBULLIENT DESI is gliding along a TV film camera and approves of what he sees when stars perform without a script exactly as he thought they should.



DEPRESSED DESI grabs his head in frustration as he finally despairs of ever getting a simple situation comedy scene filmed in just the way he wants it.



DESI'S FAVORITE JOB is leading the band as he drives studio orchestra to play tune his way. Before he took on-hand, Desi played jazz with Xavier Cugat.



HUGGING HIS WIFE, Desi tells her she played a scene perfectly and her work is finished for the day.

CONTINUED



DEALING WITH LABOR, Desi settles with officials of musicians' union on royalties for TV reruns.

"I'm a musician myself," Desi reminded them, "and zee boys in zee band are very close to my heart."

DYNAMIC DESI GETS IN ALL THE ACTS

To become this year's biggest single filler of television time Desi Arnaz needed a place to work and a lot of money to buy it. The huge RKO establishment in Hollywood was on the block last fall and Desi warmed at once to the idea of owning it partly because he was fired there as an actor 17 years ago. He persuaded CBS to pay him about \$4 million for the rerun rights to the old *I Love Lucy* TV films, which still have a substantial market in local stations all over the country. Borrowing one place and another, Desi raised enough more to pay over \$6 million for the RKO property.

There he will be engaged chiefly in the 42 new Westinghouse shows, which will include drama, comedies and musicals. On any day's

trek through his back lots and sound stages, Desi gets into all the acts as he redirects scenes, cuts scripts, conducts bands and ranges emotionally from elation to despair at the sight of the product his empire is packaging.

Back in his plush office, where such movie greats as David O. Selznick and Dore Schary once sat, Desi deals with the business backaches of his empire. He does all this with great assurance. But sometimes the old worry over playing second-fiddle to Lucy's fame shows beneath his brashness. "Geez, how do you like that?" he howled when he saw a front page newspaper story about his buying a race horse. "I pay 31,000 bucks for dees horse and who gets her peecture on zee front page—my wife."





PLAYING HOST TO THE HELP. Luxe and Best welcome some of their 2,000 employees and their families to a company picnic in a Scotland, Calif. park rented

for the day. Four trip leaders to stand in the foreground. Luxe and Best are in the background. Luxe and Best are in the background. Luxe and Best are in the background.

DESI AND LUCY CONTINUED

HARD-WORKING RECREATION IS EARNED BY HARD WORK



HOLDING UP HER KIDS at the picnic, Lucy comforts her two children, Larcie, 7, and Desi, 5, exhausted by a long afternoon of fried chicken and sack races.



HOLLERING AT BALL GAME, 7-year-old Richard Keith (left), who plays Desi's son on TV, joins Desi Jr. and his cigar-chewing father at Los Angeles Coliseum.



FISHING WITH A FRIEND, Desi works surf with Jimmy Durante whose catch was small but topped Desi's. "Nobody," said Jimmy. "outfishes Durante."



HOPEFUL HORSE PLAYERS, Desi is optimistic and Lucy is tense as they watch the close finish of race at Del Mar track. Desi's horse won. Lucy's lost.



ACTING IN THE FIRST "LUCY" SHOW OF THE SEASON, DESI VAULTS INTO A MEXICAN BULL RING TO RESCUE LUCY WHO HAS DECIDED TO TRY HAND AS MATADORA



DISTRACTED DESI glances about during filming of premonition scene for first show. Nothing's

presumptuous mood. Lucy said to him, "Don't worry. I'll be right here." "Come on, Desi. Don't take your eyes off me."

THEY GIVE A LOOK AT COMING SHOW

Despite their financial interest in their other shows, the Westinghouse Desilu series comes first. The pair will make their season's first appearance, as shown in these pictures, next Monday night (CBS-TV, 10 p.m. EDT, Oct. 6), hopping in and out of a Mexican bull ring and listening to the songs of Maurice Chevalier.

There will be only four other new *Lucy* shows this season. For Lucille Ball, accustomed to making 30 of the slapstick marvels every year, the reduced work represents a welcome venture into the early life. But Desi is not letting down. Zee-eez, he said, zee-eez, zee-eez, year for a year—meaning, of course, for Desi.

Only quater attracts zee public, he went on, so we do it in quater. I never made a show for zee 21 Club or the Remanoff row. I've always got zee gay in Omaha in mind. Any possible contradiction between these views did not seem to bother Desi for he wound up cheerfully. "Ah, I can do zee go broke and I can do zee go any more broke than I was."



WALKOUT AT FORD ENDS IN A WAGE AGREEMENT AND NOW . . .



SIX THOUSAND STRIKING WORKERS FROM FORD'S ROUGE PLANT HEAR REPORT ON PROGRESS OF WAGE NEGOTIATIONS FROM UNION OFFICIAL CARL STELLATO

. . . GM, CHRYSLER ARE NEXT

Just as automobile makers were getting ready to bring out the 1959 models and hoping to start climbing out of their slump, an erratic wave of labor unrest swept through the industry. The trouble flared up with a short strike at Ford plants throughout the country. Last week over 62,000 workers were idle from strikes against the Big Three, and the Chrysler Corporation announced that it would have to postpone the unveiling of four of its new lines.

The timing of the trouble was not accidental. Contracts between the companies and Walter Reuther's United Automobile Workers had expired in the spring. But a strike in the depth of the recession, when many workers were idle already, would not have hurt the companies.

The unions waited until new model time, when the companies could least afford a shutdown.

Ford and the U.A.W. signed a new three-year contract which provided for an annual raise of 10¢ an hour and fringe benefits. Nevertheless local grievances prompted small Ford strikes. Negotiations at General Motors ran into such snags that the U.A.W. set a strike deadline. Some 15,000 workers laid down their tools before the deadline and the company accused the union of a breach of faith. The talks at Chrysler were also bogged down and, while no strike had been called, 24,000 workers were out. But since the U.A.W. had signed with Ford, most of this seemed to be union sparring in hopes of getting even better settlements.



FORD SETTLEMENT brings handshake between company's John Bugas (left), union's Walter Reuther.



(STANDING ON OVERPASS, UPPER RIGHT). AFTER 98,000 WERE OUT FOR SIX HOURS, NEW WAGE CONTRACT WAS SIGNED AND THE MEN WENT BACK TO WORK



PARLEY AT G.M. begins with handshake between Reuther and Vice President Louis Seaton. Union wants to end wage differentials between various G.M. plants.



CHRYSLER NEGOTIATIONS find Vice President John Leary (front) across the table from Reuther. Company wants union to stop frequent, costly walkouts.



MIXED CHORUS led by the booming voice of Kentucky Governor A. B. (Happy) Chandler renders *My Old Kentucky Home* during banquet supper given by the

Chandlers at executive mansion for Governors' Conference guests. After the Negro chorus had sung spirituals, Happy joined in encores and the state anthem.



HOMAGE AWAY FROM HOME greets Faubus at a Lexington, Ky. hotel during Southern Governors' Conference. Admirers, who said they represented the White Citizens' Council, came from Louisville.

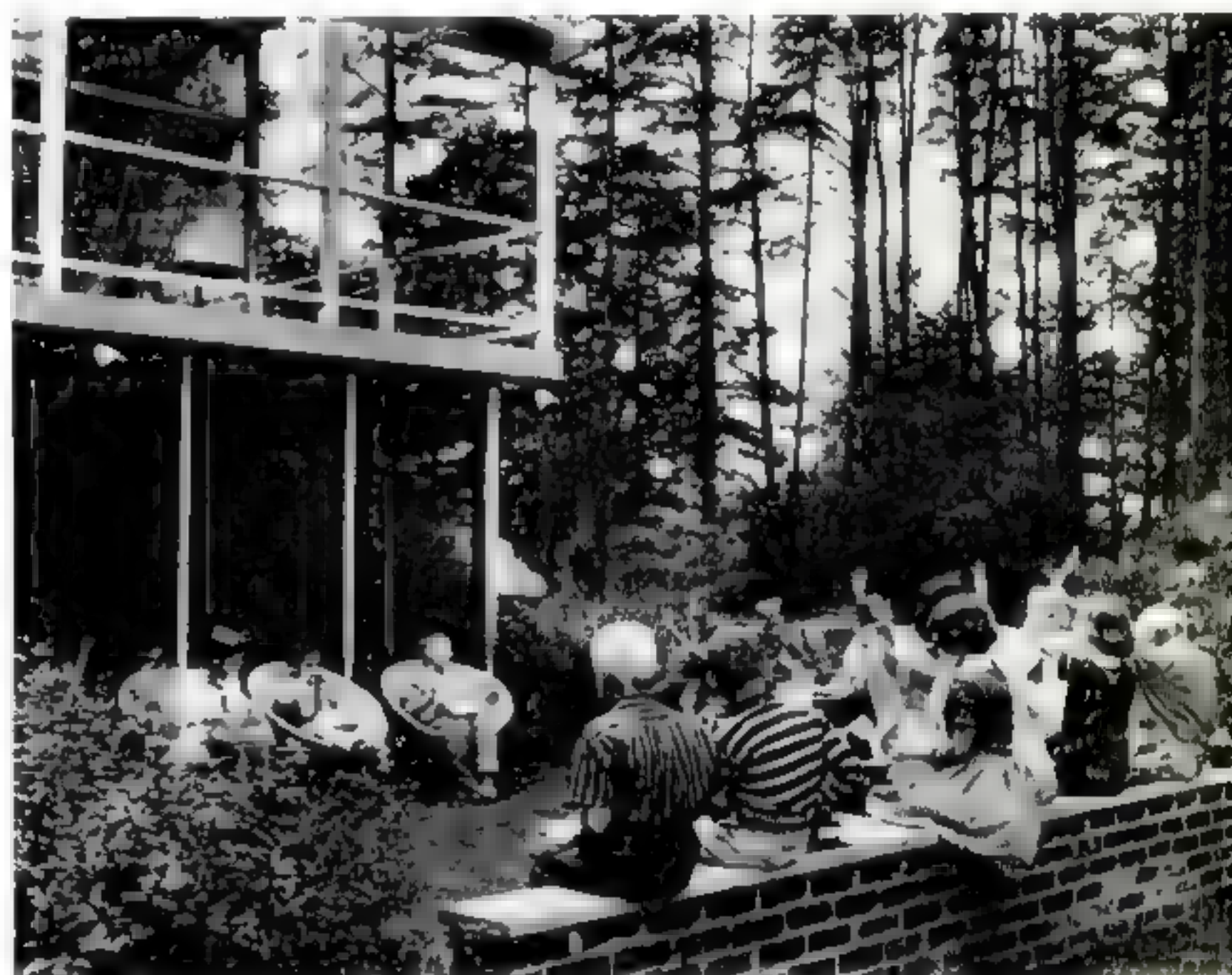


HOMAGE BACK HOME awaits Faubus at his mansion. Two dozen Central High students were there.

A SONG AMID DISCORD, MANDATE FOR DEFIANCE

There was plenty of harmony, musical and otherwise, at the Southern Governors' Conference in Lexington, Ky. last week. Many of their home states were a jangle with discord over the school integration issue, but at the conference the governors neatly played it down and contentedly admired the warblings of host "Happy" Chandler. When Maryland's Theodore McKelkin introduced a pro-integration resolution, it died in committee with only one favorable vote: McKelkin's own. With Orval Faubus present, meeting admirers (above), and Virginia's J. Lindsay Almond Jr. conspicuously absent, busy at home with school closings, the school issue was inevitably the prime topic at informal gatherings. But for the record, the governors stuck to such bland things as forest fire prevention.

At home the school segregation conflict was inescapable. In Virginia, makeshift classes were already under way at Norfolk and Charlottesville and groups were organizing to seek reopening of schools even if on an integrated basis. In Little Rock, Orval Faubus put the question of segregation vs. integration to a special election. Despite the efforts of newly militant civic groups, the governors' pro-segregation position carried by a landslide. He had been given, in effect, a mandate for continued defiance.



MAKESHIFT CLASS of fourth-graders from closed Venable school stops for lunch on patio of Charlottesville, Va. home. Class was formed by parents' group.



BACK TO SCHOOL at Van Buren, Ark. go eight of 13 Negroes who, two weeks earlier, began classes

in school's second year of integration. They were briefly scared away by white students' opposition.



PETITIONING FOR SCHOOL to be opened, students sign up at Blair Junior High in Norfolk, Va.

QUEMOY: ISSUES FALSE AND REAL

THE EISENHOWER-DULLES POSITION IS LESS DAMAGED BY CRITICISM THAN BY APATHY

As the Quemoy crisis enters its sixth and perhaps climactic week, U.S. opinion is still far from united about it. There are at least three positions—or rather one position and two colloidal masses of unhappy sentiment.

The position is the Administration's. It is strong and clear and has been repeatedly explained with great patience and lucidity, most recently by Secretary Dulles in his New York speech last week. Dulles opposes further Communist conquests by force in Asia, even if force has to be used to prevent this at Quemoy. His position seems inescapable to those Americans—a minority, to judge by polls and government mail—who take Communism seriously.

The first mass of confused sentiment is made up of Dulles' vocal critics. Though mostly Democrats, they do not speak for the Democratic party, nor with one voice. Harry Truman supports the Dulles stand; Lyndon Johnson, Sam Rayburn and Adlai Stevenson have refrained from attacking it. Those who do attack it do so on a variety of grounds.

Some of the attacks sound like mere partisan grumbling. Senators Kennedy and Fulbright, for example, blame Dulles' "drift and indecision" for a situation which "we should have liquidated before now." But both these highbrow senators are shamefully silent about how they would have liquidated it. Presumably they would have made the Reds a present of Quemoy and Matsu when nobody was looking. Senators Humphrey, Clark, Smathers and others would abandon Quemoy and Matsu—either now, or if negotiations fail—but not Formosa. Senator Morse, without specifying his own policy, wants a special session of Congress, action by the World Court or the U.N. and impeachment of the President for "unconstitutional" behavior. Dean Acheson is legalistic and ambiguous about the rights and wrongs, but clear that we must "extricate ourselves" by praying for Allied guidance. Senator O'Mahoney thinks we must "have the courage" to let the U.N. save us with the same "peace medicine" we helped to administer to Britain and France in the Suez war—as if the U.S., not Red China, were the aggressor against Quemoy, and as if "courage" were the word for evading an unpleasant treaty obligation by dumping it on the U.N.

The most nearly coherent alternative to the Dulles policy is advanced by former Air Secretary Thomas Finletter. He thinks we have no business even in Formosa, let alone Quemoy. That at least is honest. His strategic reasoning uses a two-dimensional military chessboard, as though the all-important political dimension that governs the Communists' moves did not exist. But at least his proposal escapes the hypocrisy of the senatorial position; for to force Chiang to surrender Quemoy as his contribution to "peace," while pretending to support him, would, in political fact, demoralize his regime and soften it the sooner for Communist conquest by subversion. To feel placid about that contingency, one has to ignore the fact that Communism means human suffering on the mainland, and that to connive at its extension anywhere is inhuman as well as stupid.

The vocal dissents from the Administration's position are a farrago of cut-and-run devices whose only common denominator is a misplaced sense of fear and guilt. Into the fear—whether of Khrushchev's threats, or of words like "brinkmanship," or of any use of force—we need not inquire. But the guilt seems to spring from one of three fallacies.

The first fallacy is that it's wrong to be lonely: that since our allies won't fight for Quemoy, we shouldn't. Alas, our Europe-centered Allies are unable to take Asia as seriously as in the U.S. we must—not even the British, who secretly wish Dulles luck when they think of Hong Kong. The second fallacy is

geographic: that since Quemoy (or even Formosa) is so close to Red China, it must be Red China's rightful property—as if proximity rather than possession were nine points of the law. Such a doctrine would vitiate all our protests over Hungary and justify perpetual Communist expansion. The third fallacy is that we have "lost control of the situation" to Chiang Kai-shek, a so-called warmonger whose mainland ambitions (witness his build-up of Quemoy) are sure to entangle and corrupt our own defensive stand against further Communist imperialism.

This is just not true. The military build-up on Quemoy, which the U.S. condoned, was Chiang's rudimentary response to the far more offensive Communist build-up in Fukien province. Chiang is our ally, but we control his scope via his gasoline and other supplies; and there is no support in official Washington for whatever mainland dreams he has now. Although no formal truce was ever drawn, the Chinese civil war was until August no less stabilized than the Korean or the Vietnamese, or the partition of Germany. As the London *Economist* put it, "The Nationalist regime in Formosa today is a fact just as much as the Communist regime on the mainland is a fact, for all that it is the smaller and that it suffers in some western eyes from the defect of being friendly to the West." Our treaty obligations to the Nationalists are also a fact.

Dulles likens Quemoy to another "militarily indefensible" outpost: West Berlin. That too is a "small island of freedom totally surrounded by Soviet power. But we do not abandon it on that account." If East Germany can coexist with Berlin, so can Red China with Quemoy. If there is a provocation in the situation, it is not the island but the mere existence of free China.

So much for the vocal critics. There is a second mass of dissident feeling which is far more damaging to Dulles' position. This is the attitude of the American people at large, which can only be called apathetic. Like a swamp that is sending up spaced bubbles of incredulity, this apathy is stirred occasionally to ask: "Can we really get into a war over those insignificant little islands?" To which the answer is **Yes: We can and we may.**

The policy of Dulles and Eisenhower may get us into a war because it is resisting Communism with the most peaceable tool at its disposal, namely high diplomacy. The first rule of high diplomacy is: never point a gun unless you mean to shoot. The Administration is pointing the U.S. gun at a very precise target: a Communist attack on Quemoy, as part of the announced Communist plan to take Formosa. Since the Administration means to shoot if necessary, the American people had better be prepared to shoot too—or prove the U.S. incapable of high diplomacy.

Dulles and Eisenhower are also following Rule Two of high diplomacy: always leave your enemy a back way out. That is what Ambassador Jacob Beam is trying to do in Warsaw, and what Dulles may have to continue trying through the U.N. He is willing to negotiate out "provocative" features in the situation or any "thorn in the side of peace." Much of the U.S. press, even the *New York Times*, is making this tricky diplomatic job all the tougher by noisily opening, not just back doors, but a lot of front doors as well.

Red China launched this new aggression, not Chiang or the U.S. Our problem is not how to "extricate ourselves," since Communism does not permit extrications. Our problem is simply to take a stand. If we evade this showdown, the next one will inevitably catch us with a lot more to feel guilty about, and more to be afraid of. No showdown is the wrong one when it involves a moral issue. Said the Episcopal Bishop of Honolulu last week: "All the small nations of the Far East are watching to see if the United States will keep her word."

TO CELEBRATE THE FIRST ANNIVERSARY OF

3 GREAT SOUPS

Campbell's MAKES YOU THIS SPECIAL OFFER

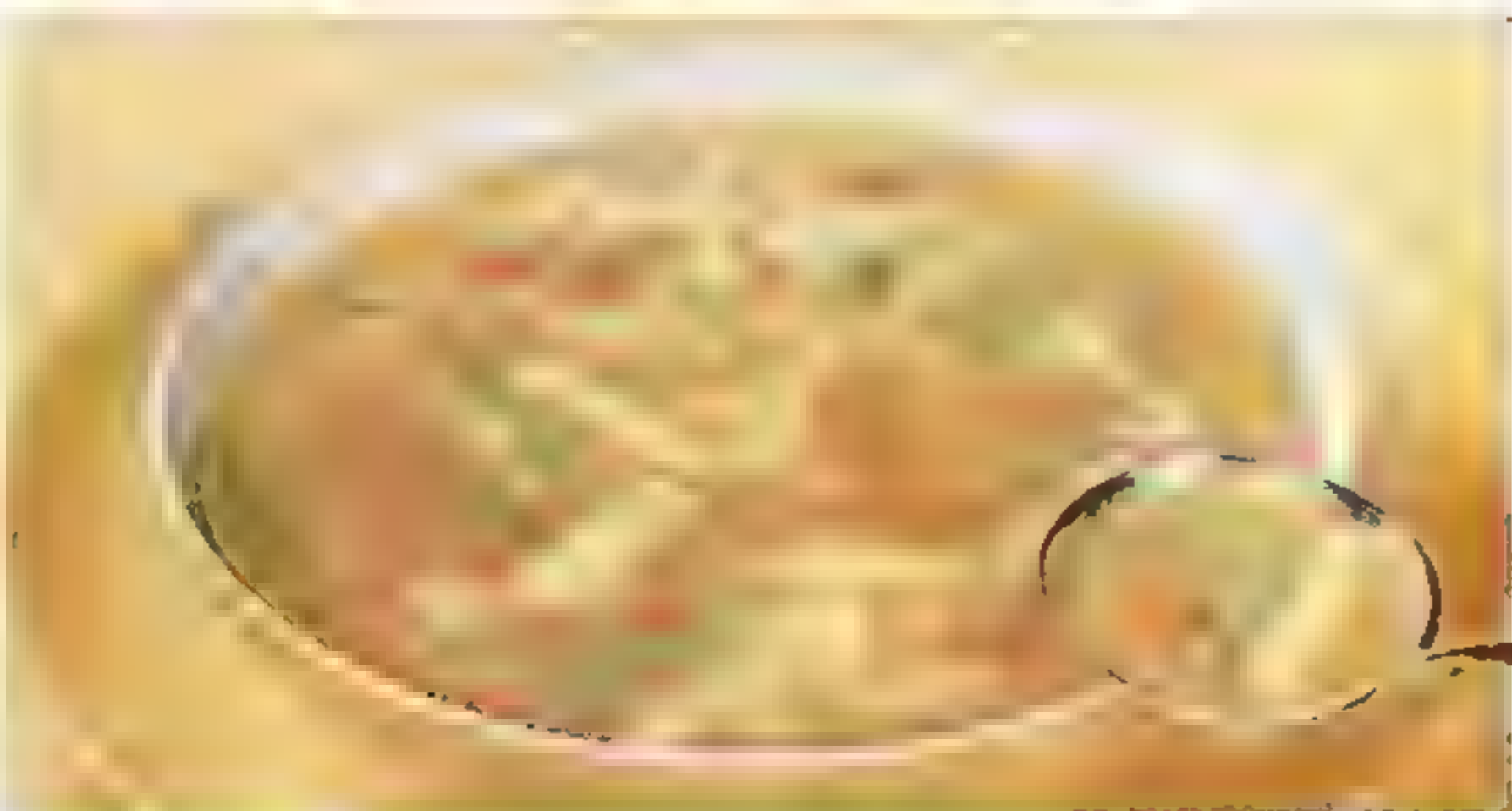
1/2 PRICE REFUND



CAMPBELL'S TURKEY NOODLE SOUP



CAMPBELL'S MINESTRONE SOUP



CAMPBELL'S CHICKEN VEGETABLE SOUP

*Buy all 3!
Get half your
money back!*



It's as easy as saying, "M'm! M'm! Good!"

1. Just buy all 3 of these great Campbell's Soups. On the back of each label, write the purchase price and your name and address.
2. Send labels of all 3 cans to the address below!
3. Get back half what you paid for them . . . in cash! These are the soups Campbell introduced just a year ago. The Turkey Noodle and Minestrone and Chicken Vegetable Soups that taste delicious every time because they're Campbell's. Such good values in pleasure, nutrition and thrift.

Take advantage, now, of this special offer . . . half your money back on these 3 great soups.

- Before November 30, 1958, send your name and address, plus 1 label each from Campbell's Turkey Noodle, Minestrone, and Chicken Vegetable Soups to: 3 GREAT SOUPS, Box 75-C, Mt. Vernon, New York. (Be sure to include the purchase price.)
- This offer limited to 1 refund per family!

**Have you had
your soup today?**

Introducing the "Linear Look"...

OLDSMOBILE

So totally new...so typically Olds!



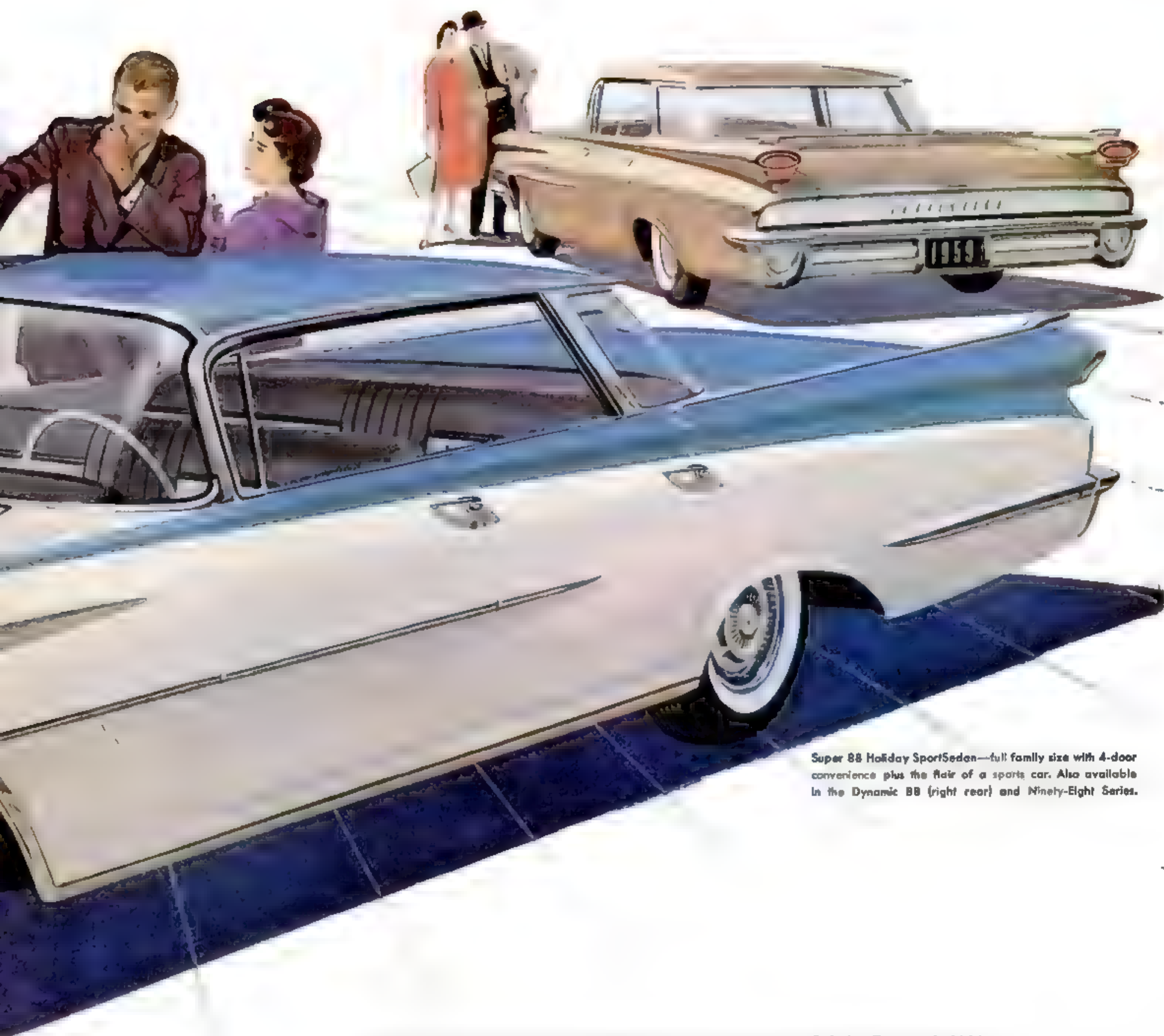
Ninety-Eight Holiday Scenic Coupe—features new heat-resistant rear window, combining cool comfort with maximum visibility. Scenic Coupe styling also available in Dynamic 88 and Super 88 Series.



for '59

Here you see the start of a new styling cycle! Sweeping expanses of glass enhance Oldsmobile's new inner spaciousness. For in every '59 Olds there's *new roominess*... here, there, everywhere... from leg room to luggage space! New Rocket Engines, too, newly engineered for quietness, smoothness *and economy*! And everywhere you look on every '59 Olds you'll find the *added values* you asked for . . . from new Magic-Mirror Finishes to safety-cooled Air-Scoop Brakes on *all four* wheels. See the quality leader of the medium price class—the exciting '59 Oldsmobile!

OLDSMOBILE DIVISION, GENERAL MOTORS CORPORATION



Super 88 Holiday SportSedan—full family size with 4-door convenience plus the flair of a sports car. Also available in the Dynamic 88 (right rear) and Ninety-Eight Series.

Discover the added values in OLDSmobility . . .

at your local quality dealer's!



Most thrilling of all pie fillings —new **Jell-O Chiffon**

Make it in 4 minutes. All you do is add water and sugar to Lemon Jell-O Chiffon Pie Filling. And beat.

No cooking! No mistakes possible. Thousands of tests in the General Foods Kitchens prove

you can't make a mistake if you try!

Costs pennies! At your grocer's now. Enjoy Jell-O Chiffon Pie in all three happy flavors: Lemon, Strawberry, Chocolate.

Jell-O is a registered trademark of General Foods Corporation



A LOOK AT THE WORLD'S WEEK



MAESTRO HAGERTY'S MINISTERIAL CONCERT

In Washington as Press Secretary James Hagerty gestured like a maestro opening a concert, it seemed as if a chorus of Bach or Handel were about to swell up from the group on the White House steps. The men that Hagerty was positioning for a portrait were the foreign ministers of 20 Latin American republics gathering with President Eisenhower (*front row center*), Vice President Nixon and other top Administration officials. The ministers were in Washington for a two-day review of hemisphere policies.

LEBANON PRESIDENT'S CABINET CONTROVERSY

In Lebanon, strongman Fuad Chehab, chosen back in July to replace Camille Chamoun as president, finally took the oath of office last week. The event was expected to mark a step toward peace. Instead it touched off some of the bloodiest fighting in months. Chehab (*front row, right*) named former rebel leader Rashid Karami (*front row, left*) premier of a new, neutralist cabinet. Outraged Christian extremists, protesting Karami's appointment and fearing pro-Arab policies, took to the barricades. Thirty people were killed before the army moved in to stop the trouble. Despite this grim beginning, observers feel Chehab will be able to control the country if he gets solid backing from Lebanon's legislature, which this week must vote approval of Chehab's program and cabinet.

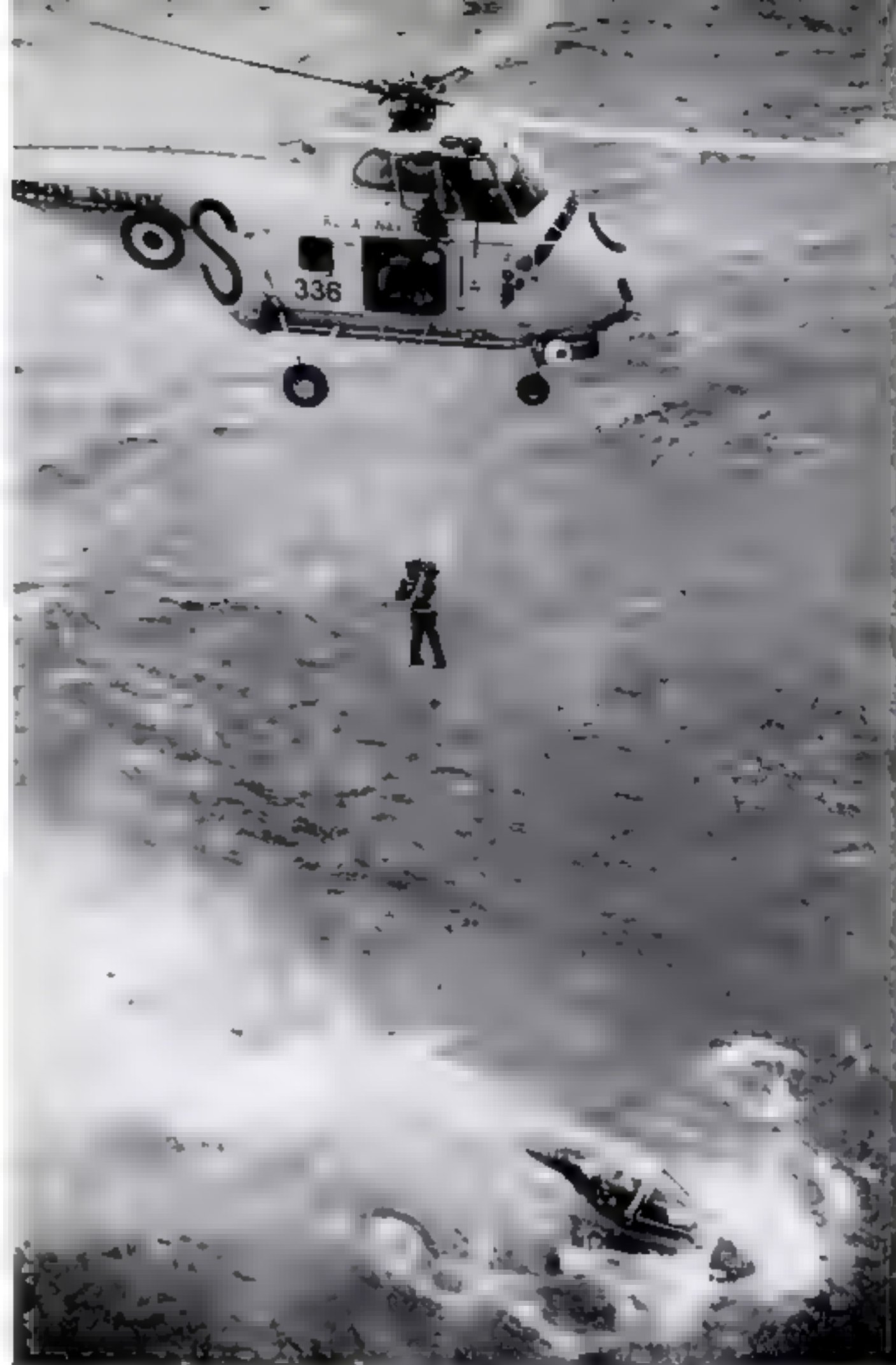
CONTINUED





A PANIC THAT LED TO DEATH

On the treacherous coast of Santa Maria Island in the Azores the Portuguese liner *Arnel* made a compass error, ran aground. With the help of U.S. Air Force helicopters 158 were saved. But 27 panicky passengers were drowned trying to escape in lifeboats left shattered on the rocks.



A PILOT WHO ALMOST LIVED

Dangling over a British jet fighter which had crashed alongside its carrier, a helicopter man was about to haul out Commander Desmond Russell, the pilot. Russell had opened his canopy to be ready. But the canopy suddenly snapped shut and the plane, carrying Russell with it, sank into the sea.



A BULL MOOSE CAMPAIGN GETS STARTED IN MAINE

As a loose moose reared up, Game Wardens Maynard Marsh (left) and Harold Ricker took to their heels. The moose, a 900-pound bull,

bore down on them and missed. Then it tore up and down the Coast Guard station at Portland, Maine, was finally trapped in a blind alley.



**LOCATION
IS EVERYTHING.**

**THIS IS
THE BEST,
RIGHT ON
FLORIDA'S
EAST COAST!**

Sportsman Sam Sneed says:

"ENJOY SUNNY, HEALTHFUL OUTDOOR LIVING ALL YEAR AT

FLORIDA SHORES

**\$1 DOWN PER LOT FOR
CHOICE CITY LOTS** Min. 2 lots
Max. 4 lots
SPECIAL LIMITED OFFER!

CHOICE PROPERTY IN DAYTONA BEACH AREA!

This is where all your dreams can come true! Beautiful Florida Shores is on the Atlantic Coastline, the most desirable location of all. Winters are warm and sunny, and cooling ocean breezes make summers delightful. Average temperature 70 degrees! Sam Sneed, champion golfer, sportsman and holder of a national bonefishing record, says, "Sunshine, mild climate, outdoor activities and ideal location assure greater health and enjoyment for all ages at Florida Shores... all year round. It's a great buy!"

CITY LOTS AND CONVENIENCE, SUBURBAN PLEASURES

Florida Shores is right in the City of Edgewater on U.S. Highway #1 just 2.6 miles south of New Smyrna Beach, only 19 miles from Daytona Beach. Residents enjoy spacious suburban living plus the city conveniences of Edgewater.

FEATURES THAT CAN'T BE MATCHED ANYWHERE

Perfect Location—right on Florida's East Coast • Only 5.6 miles, less than 15 minutes by car from the "World's Safest Ocean Beach" • Lots ready for building. High, dry, ideal homesites • Police and fire protection • Garbage Collection • Electricity on the property • Many homes already built. More started every week • Reduced living costs • Lower building costs, too • Sensible building restrictions protect you • A 75-mile network of coquina-paved streets
Easy Payments—Only \$1 down, \$10 per month per lot NO state income tax • FREE Title Insurance • Land values increasing rapidly • \$5,000 Homestead Exemption • Lovely lakes right on the property • Recreation of all kinds for all ages. Swimming, fishing, hunting, golf, tennis, bowling,

shuffleboard, theaters, parks, organized teams and tournaments, plus world-famed Daytona Beach amusements. An established community, developed after several years work and over two million dollars expenditure.

PERFECT FOR RELOCATION OR RETIREMENT Whether you are looking forward to retirement or a bright new future, location is vital. Florida Shores is *not* a raw, isolated parcel, sub-divided in some wilderness. Here, you are right in a lovely city on Florida's East Coast. Over two million dollars has been invested by Magnuson Properties, leading Florida developers, to make Florida Shores truly fine-quality residential property. The Florida Shores fishing pier and park are on the Indian River, wonderful ocean beaches only 15 minutes away. Enjoy boating, swimming, golfing, sun bathing, hunting, and world's finest fresh and salt water fishing all year!

SOUND INVESTMENT The area's population and new industry increase is amazing. New Smyrna Beach has tripled since 1940. Values are rising steadily and this is a sound investment with excellent chances of future gains. Elks Magazine article, May 1958, said "Particularly were we pleased with Florida Shores... Land prices are still low, in comparison with other property in the immediate area."

BUSINESS AND JOB OPPORTUNITIES abound and are increasing. Florida Shores is in Florida's Golden Triangle, where new industry is moving in fast. Many persons commute to expanding defense centers in the area. Also, this thriving community requires many new businesses and services. Get in on the ground floor!

JOIN OVER 8,000 PROUD OWNERS from all over the U.S. Typical enthusiastic comments: "Been looking 5 years, this is the best in Florida!"—Norman W. Schalk, Orlando. "We purchased 3 lots by mail, find them to be just what we would have chosen in person."—Mr. and Mrs. Thomas Peterson, Plainfield, N.Y.

ALL LOTS SAME LOW, LOW PRICE... All lots are the same size, 40 x 125 feet. The minimum homesite sold is two lots (a quarter acre!), but you can buy 3 or even 4 for more spacious living. All lots are the same low, low price, just \$595 each. Most important, for a limited time your down payment is only \$1 per lot. Then you pay just \$10 a month per lot! This opportunity won't last long, so don't wait.

60-DAY UNCONDITIONAL MONEY-BACK GUARANTEE

6 MONTHS MONEY-BACK INSPECTION GUARANTEE! If you are not 100% satisfied in every way, every penny of your money will be refunded at once without question, anytime within 60 days after mailing coupon. You also have a full six months to inspect the property personally and if you aren't satisfied we'll refund every penny you've paid! Nowhere else can you match these guarantees! Also, you have a one-year exchange privilege.

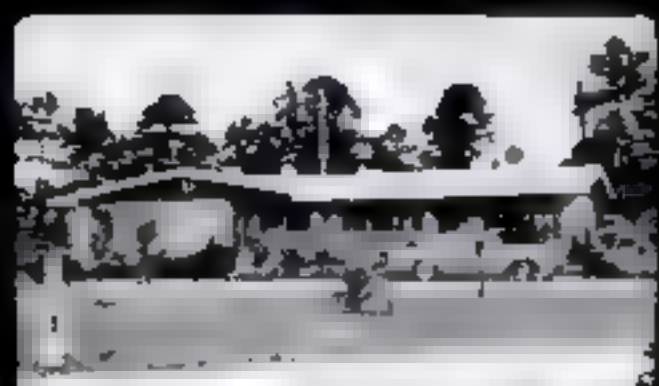
LIMITED OFFER—ACT TODAY! If you ever want to own Florida property, it will pay you to act now. We expect to sell all remaining lots in the next several months. You may never again get so much value for so little. You take no risk by mailing the low down payment now—and you'll protect yourself against rising costs and missing one of the finest values ever offered.



Florida Shores residents enjoy spacious yards.



Indian River Blvd. is a Florida Shores thoroughfare.



Many attractive homes are being built.



Shopping - all city facilities are conveniently at hand.



Finest fishing and hunting - all year round!



Dorothy Kilgallen says:
"Wonderful climate, good neighbors and relaxed living with city conveniences and expanding opportunities make Florida Shores homesites a wonderful investment! You'll always be glad you bought your lots now. Mail coupon today!"

FLORIDA SHORES REFERENCES

1. New Smyrna Beach Chamber of Commerce, New Smyrna Beach, Fla.
2. Bank of New Smyrna Beach, New Smyrna Beach, Fla.
3. Miami-Dade Chamber of Commerce, Miami, Fla.

MAGNUSON PROPERTIES, INC.

FLORIDA SHORES, New Smyrna Beach 93, Florida

Please find enclosed my down payment of \$1 per lot for a total of _____ lots at Florida Shores. Please send me a street map showing clearly the location of my lots. I understand that if I am not completely satisfied my down payment and any monthly payments will be refunded without question anytime within 60 days. Also, that if I inspect the property personally within 6 mos. and am not satisfied that you'll refund every cent I've paid. I will also have a one-year exchange privilege.

Minimum 3 lots at \$595 Down payment \$3 Full price \$1785	80' 40' 40' 125'	120' 40' 40' 40' 125'	Maximum 4 lots at \$595 Down payment \$4 Full price \$2380	160' 40' 40' 40' 40' 125'
--	------------------------	-----------------------------	--	---------------------------------

NAME _____
(Please print name (or names) exactly as it should appear on contract)

ADDRESS _____

CITY _____ STATE _____
All lots same price, \$595—Payments are just \$10 a month per lot

ANOTHER GREAT DEVELOPMENT BY





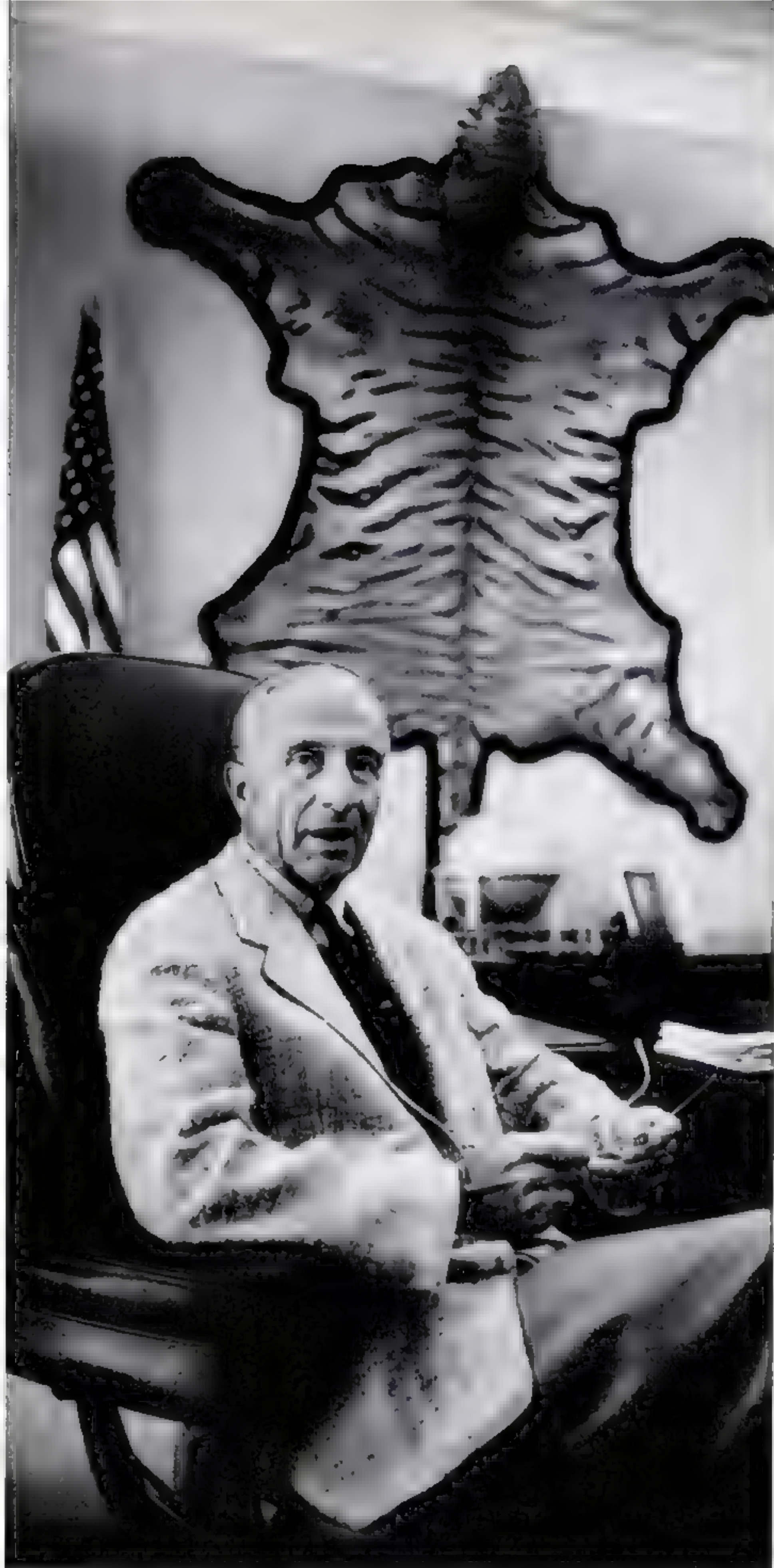
ARCHBISHOP FOR CHICAGO

To head the archdiocese of Chicago, largest in the U.S., Pope Pius XII named Archbishop Albert G. Meyer, 55, of Milwaukee. Here Archbishop Meyer stands by a portrait of his predecessor, Samuel Cardinal Stritch, head of the Vatican's world missions, who died last May.



MAN AT BAY IN WINDOW

Nervously puffing on a cigaret, Polish fencing champion Jerzy Twardokens waits in a Buffalo, N.Y. house where he hid until his teammates sailed home from a U.S. tour. He gave himself up to immigration officials, asked for asylum and now awaits a decision whether he can stay.



TOP AIDE WITH HERCULEAN ASSIGNMENT

In Washington Major General Wilton B. Persons, Ret., deputy assistant to the President, was appointed to take over the job of his old boss, Sherman Adams, as The Assistant to the President. General Persons, 62, comes from Alabama and is an avid fisherman and hunter

whose office is decorated with a huge tiger skin. He joined General Eisenhower at SHAPE in 1951, has since worked with Congress as the chief protagonist of the Eisenhower program, and has built a reputation as one of the Administration's smoothest, most effective operators.

LOOK UP TO THE DC-8!



The Douglas DC-8 is in the air, cutting time and space in half

Now with the **DC-8**, Douglas shrinks the world again!

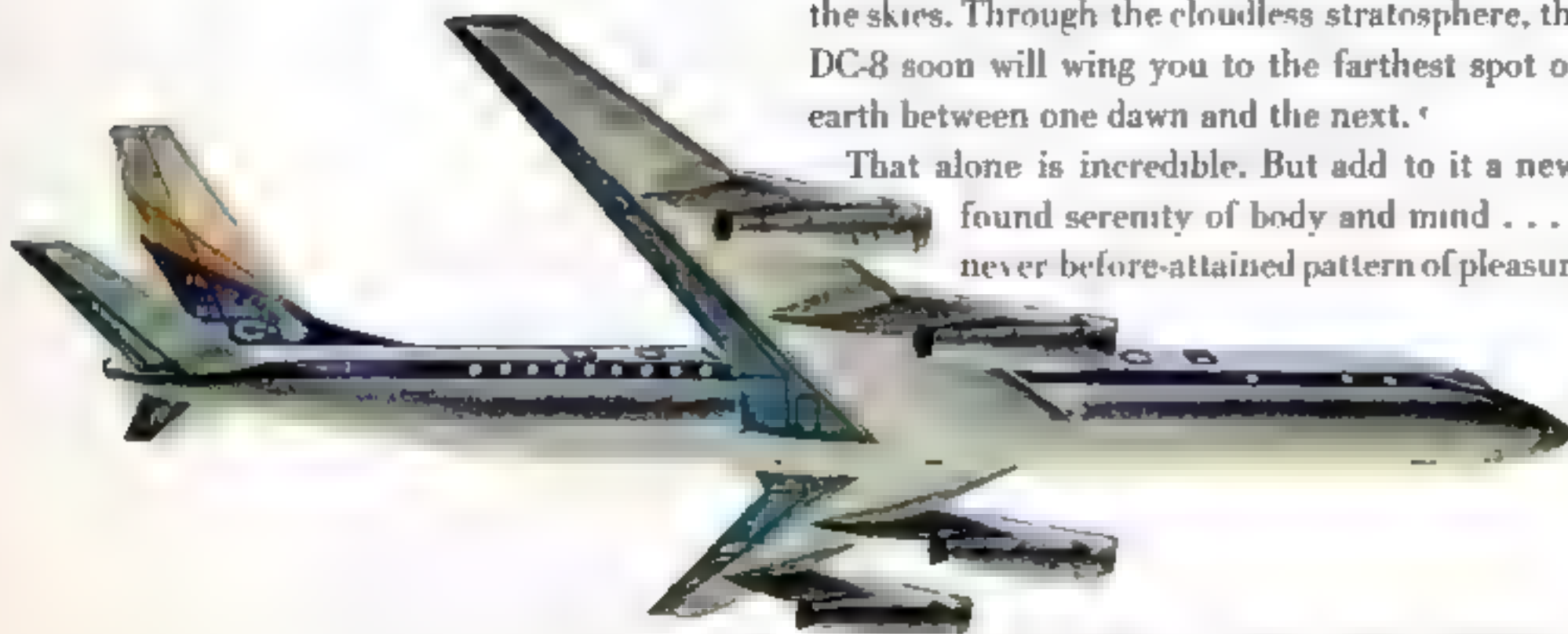
For 34 years, ever since Douglas planes were the first to gird the globe, it has been a Douglas tradition to make your world smaller.

Now, with the DC-8 Jetliner in the air, another triumph over time and space is written in the skies. Through the cloudless stratosphere, the DC-8 soon will wing you to the farthest spot on earth between one dawn and the next.

That alone is incredible. But add to it a newfound serenity of body and mind . . . a never before-attained pattern of pleasure

and luxury aloft, and you will know that the world's most modern jetliner, the Douglas DC-8, will set new standards in the realm of travel.

With these innovations come the accomplishments which have long been the hallmark of Douglas-built aircraft. The DC-8 brings you a family history of experience and dependability unmatched in the annals of flight. It is all this—and yet more—which makes passengers and pilots alike look up to Douglas—as you'll discover with your first flight in the fabulous . . .



DOUGLAS DC-8
JETLINER

Built by the most respected name in aviation

These famous air lines already have purchased the DC 8:

ALITALIA-Linee Aeree Italiane • DELTA AIR LINES • EASTERN AIR LINES • JAPAN AIR LINES • KLM ROYAL DUTCH AIR LINES • NATIONAL AIRLINES • NORTHWEST ORIENT AIRLINES • OLYMPIC AIRWAYS • PANAGRA • PANAIR DO BRASIL • PAN AMERICAN WORLD AIRWAYS • SAS—SCANDINAVIAN AIRLINES SYSTEM • SWISSAIR
TRANS-CANADA AIR LINES • TRANS CARIBBEAN AIRWAYS • TRANSPORTS AERIENS INTERCONTINENTAUX • UNION AEROMARITIME DE TRANSPORT • UNITED AIR LINES

DEL MONTE Vegetable
values galore! Tender
Early Garden Peas, Family
Style and Cream Style
Corn, Green Beans,
Stewed Tomatoes.

Juicy, mellow DEL MONTE
Fruits to enjoy, Pears,
Peaches, Fruit Cocktail,
Pineapple and many more.
Buy 'em by the
cartload!

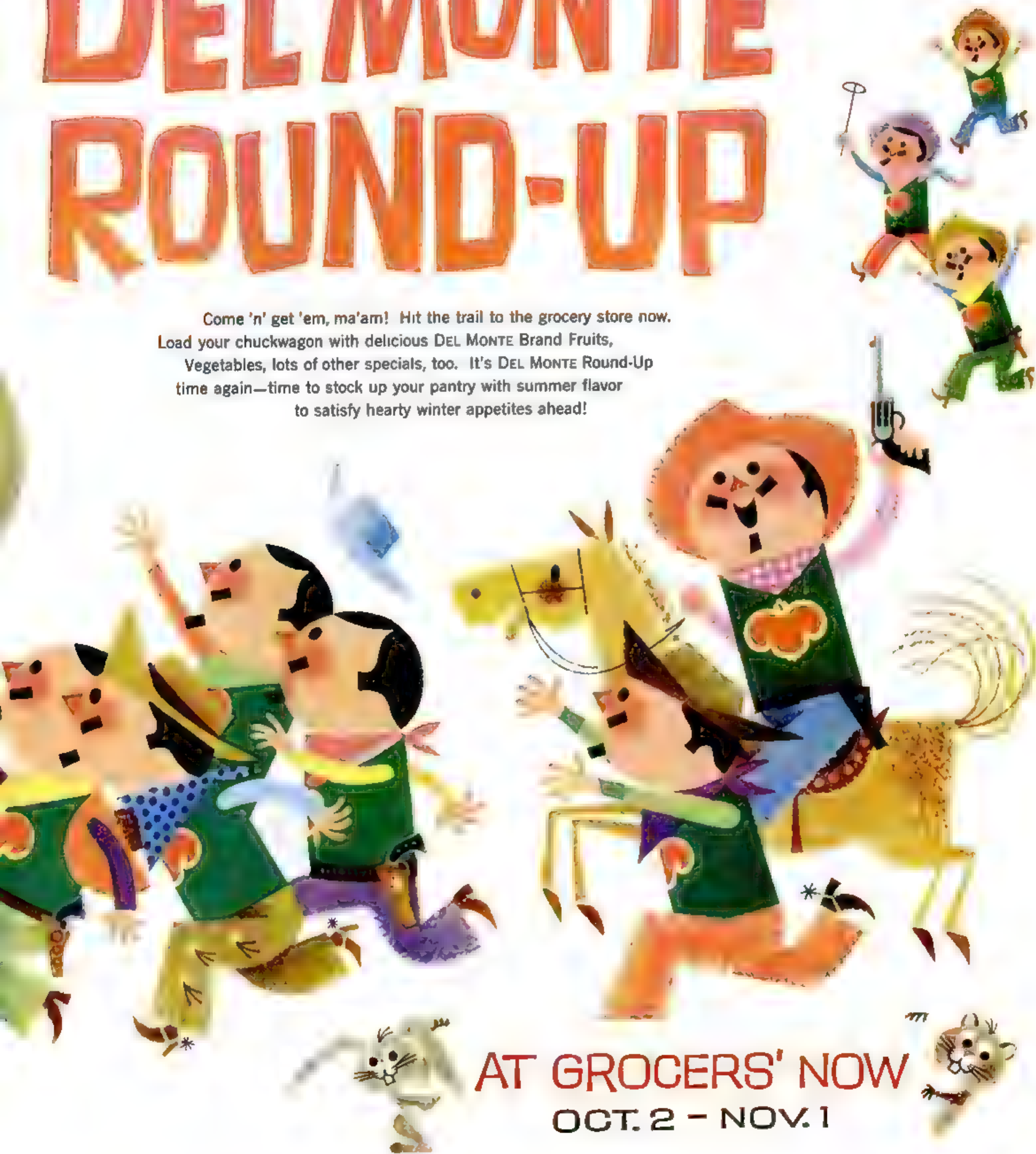
Don't forget DEL MONTE
Catsup—Dried Fruits—
Juices—exciting Pineapple-
Grapefruit Juice Drink, too!



Yippee! Back again with big food values for you!

DEL MONTE[®] ROUND-UP

Come 'n' get 'em, ma'am! Hit the trail to the grocery store now.
Load your chuckwagon with delicious DEL MONTE Brand Fruits,
Vegetables, lots of other specials, too. It's DEL MONTE Round-Up
time again—time to stock up your pantry with summer flavor
to satisfy hearty winter appetites ahead!



AT GROCERS' NOW
OCT. 2 - NOV. 1



*Drummed out of the **Four Roses** Society*

(Don't do what he did)

For obvious reasons, we won't mention his name. But this is what he did.

This man walked up to a bar and asked for "a whiskey on the rocks." Just like that.

Now every member knows—and it's written in the by-laws—the word whiskey should be

always prefaced by "Four Roses." This ruling is for the member's own good. It assures mellow perfection every drink.

Why not join the Four Roses Society today, at your favorite tavern or neighborhood store. As you can see, we have a vacancy.

*You belong with **Four Roses**...the sociable drink*





IN THE WILD NORTH WHERE HE WON HIS FAME, ROBERT W. SERVICE WAS PHOTOGRAPHED NEAR TURN OF THE CENTURY BY HIS COTTAGE AT DAWSON IN ALASKA

PASSING OF THE POET OF THE FROZEN NORTH

Far from the raw and roaring Klondike country, whose gold rush saga he set down in his cantering ballads of Dangerous Dan McGrew and Sam McGee from Tennessee, Robert W. Service died at a serene 84 last month in the sleepy seaside town of Lancerieux in Brittany. He left behind over 2 million published copies of his works, a handsome fortune made from them and a gusty, funny record of the wild and

virile north before civilization moved in on it.

Scottish-born Service came to the Yukon and Klondike region in 1903 and toiled at everything from swineherding to bank-clerking before he knocked out his ballads. By 1913 they had made him rich and he bought his little villa in Lancerieux. With time out for some work as a roving correspondent and as an ambulance driver in World War I, he divided

much of the rest of his life between Lancerieux in the summer and the Riviera in the winter. He continued to write but the decades seemed like a soft afterthought on the Klondike days when he had chanted:

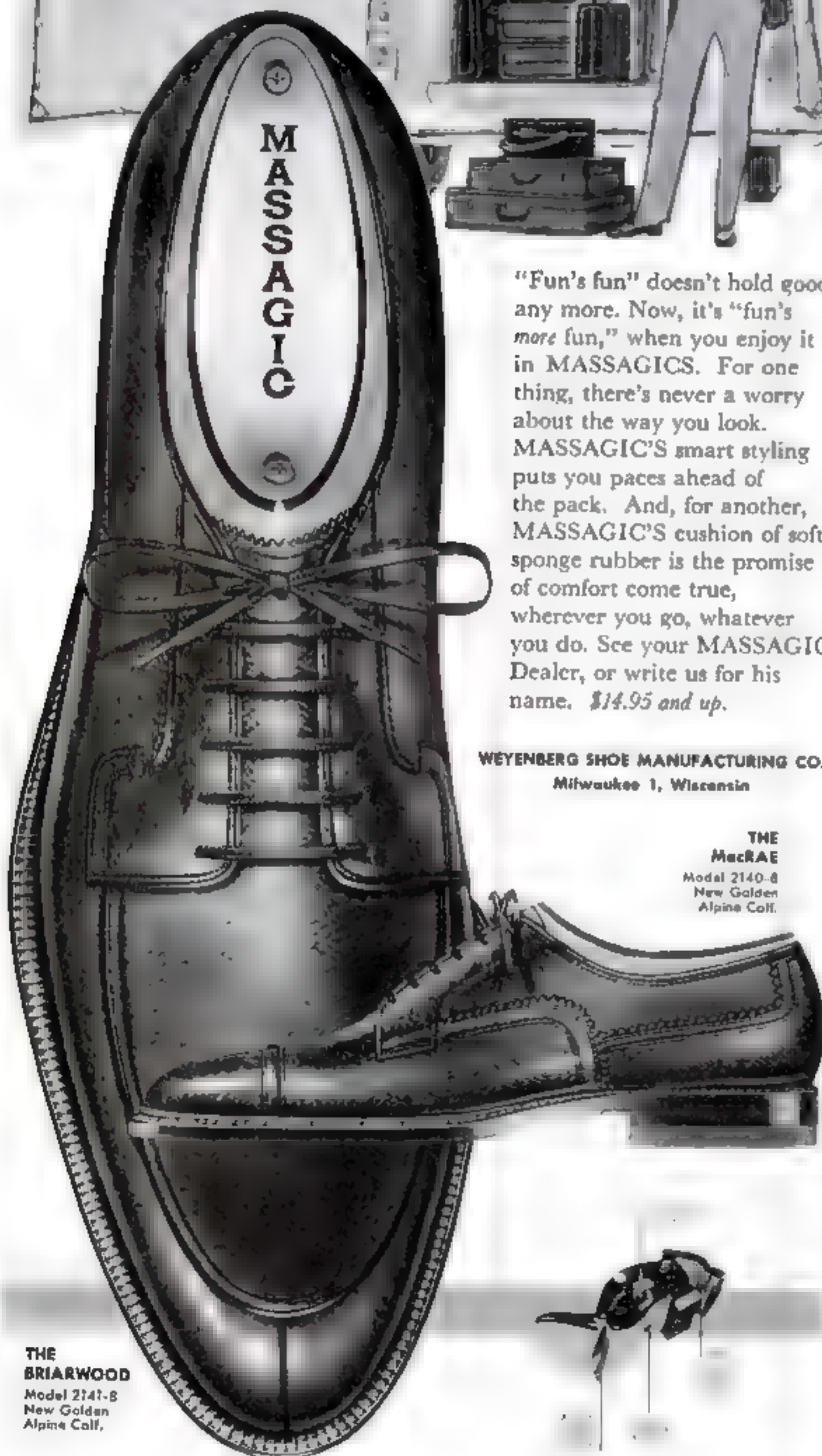
*Then when as wolf-dogs fight we've fought,
the lean wolf-land and I
Even as lean wolf-dog goes down
will I go down and die.*

IN THE TOWN OF LANCIEUX FUNERAL PROCESSION FOR SERVICE PROCEEDS DOWN STREET NAMED FOR HIM BECAUSE OF HIS GENEROSITY TO LOCAL CHARITIES



IT'S MORE FUN IN
MASSAGIC

Air Cushion Shoes



"Fun's fun" doesn't hold good any more. Now, it's "fun's more fun," when you enjoy it in MASSAGICS. For one thing, there's never a worry about the way you look. MASSAGIC'S smart styling puts you paces ahead of the pack. And, for another, MASSAGIC'S cushion of soft sponge rubber is the promise of comfort come true, wherever you go, whatever you do. See your MASSAGIC Dealer, or write us for his name. \$14.95 and up.

WEYENBERG SHOE MANUFACTURING CO.
Milwaukee 1, Wisconsin

THE
MacRAE
Model 2140-B
New Golden
Alpine Coll.

THE
BRIARWOOD
Model 2141-B
New Golden
Alpine Coll.

POET'S PASSING CONTINUED



SAM MCGEE'S CABIN in Whitehorse belonged to man whose name Service used in poem, *The Cremation of Sam McGee*. Here U.S. ski troops visit cabin.



POET AT HOME in Monte Carlo was photographed for Canadian television last May. "They've got the idea I'm going to croak any day now," he said.



IN THE SERVICE TRADITION, Lancieux farmer who took coffin to church parked hearse outside bistro and had drink before taking coffin to cemetery



Has your home these modern conveniences?

Mobile Homes FEATURE

MORE MODERN APPLIANCES, NEW FURNISHING
IDEAS THAN MANY ORDINARY HOMES

WOULDN'T YOU FEEL proud to own a home that's this up-to-date? In a mobile home kitchen, for instance, you can have "waist-level" cooking, latest-model large-capacity refrigerator, formica counters, disposal, twin sinks.

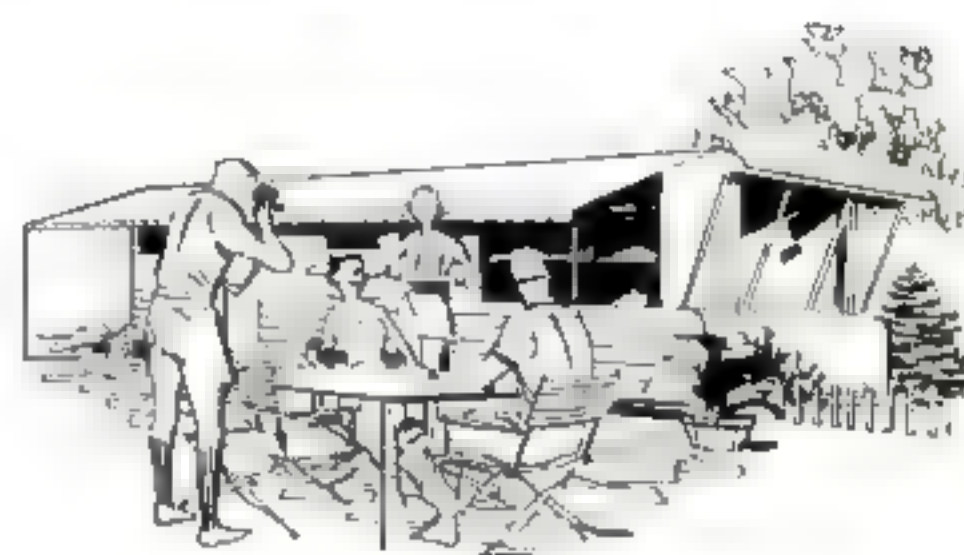
Furniture is a comfortable contemporary style . . . the kind you'd pick out yourself piece by piece. You can have a complete bathroom with tub and shower. An automatic washer-dryer, automatic heat, air-conditioning, built-in TV if you like.

And your furniture, draperies, carpeting,

appliances are all included in the *one* price of your home. All financed in one "package." You may pay only \$75 a month, in some cases even less.

Three million people now live in mobile homes. Among them are young couples, professional men, engineers, graduate students, military men, construction and industrial workers, retired couples.

NOTE: You will find dealers in the classified ads of your newspaper and yellow pages of your telephone book under "Mobile Homes," "Trailers-House," or "Trailers-Coach."



Good neighborhoods to live in

There are many new mobile home parks with beautiful landscaping, playgrounds, swimming pools. Owners add porches and gardens to their homes, do a lot of entertaining like backyard barbecues.

SEND FOR MHMA YEARBOOK!

Mobile Homes Manufacturers Assn., Dept. 1108
P.O. Box 1516, Chicago 90, Illinois

Please send MOBILE LIFE, with information on latest models of 75 manufacturers, mobile parks and living. Enclosed is 25¢ in coin.

Name

Address

City State



Mobile Homes Manufacturers Assn.

Trailer Coach Association OF THE WEST



YOU KNOW WHAT YOU'RE GETTING

with Allstate auto insurance

Policies are printed in big type and plain language. Helps you know exactly what you're buying.

You may save 20% or more

Ever had that uncomfortable feeling of not quite knowing how much insurance protection you have?

Then you'll really appreciate Allstate's policy. Big type, plain language, and illustrations help you know exactly what you're buying.

Substantial savings are common. How much you save depends on the state where you live and how your car is used. Savings often come to more than 20%, and some folks save as much as 38% over rates of most other companies.



You buy Allstate Insurance at Sears, or at an Allstate Insurance Center

(Texans have standard rates, but eligible policyholders have always saved



through dividends.)

Red Tape is cut. Claims with Allstate are settled without home office red tape. Allstate adjusters settle claims "on the spot" in many cases. And with more than 4,300 claim expeditors throughout the U. S. and Canada, you know help is always as near as the nearest phone.

Today, with insurance costs rising, it makes more sense than ever to get the Allstate story. Stop at the Allstate

booth at Sears, at a convenient Allstate Insurance Center. Or simply look up Allstate in your phone book.

"May we help you?" This is how you will be greeted when you call Allstate. And these words are more than just a friendly greeting. They reflect our attitude toward all of our customers all of the time. Why not call Allstate today? Remember, until you have the Allstate facts, you don't have *all* the facts about auto insurance.

You're in good hands with



ALLSTATE
INSURANCE COMPANIES

AUTO • FIRE • HOMEOWNERS • THEFT • FAMILY LIABILITY

® Founded by Sears, Roebuck and Company with independent assets and liabilities. Home Office: Skokie, Ill.



QUARTET OF SCOTS DANCERS, WITH THEIR KILTS SWIRLING AND THEIR WHITE SPORRANS SWINGING BEFORE THEM, PERFORM TRADITIONAL HIGHLAND FLING

VISITING BRASS AND KILTS

For U.S. fanciers of bagpipers and military bands, the fall season was off to a satisfyingly shrill and brassy start. Touring across the country were kilted bagpipers and Highland dancers of Britain's Scots Guards with the 56-man band of Britain's Grenadier Guards. In Philadelphia, stopping for a short visit, were the kilted Canadian veterans of Britain's Black Watch regiment (*next page*)

The Scots and the Grenadiers opened at the fair in Springfield, Mass.

before going on to Washington and New York. As soldiers in show business, the Guards had worked out an excellent act. From the first fanfare that sent ceremonial chords cascading from their burnished horns, the red and gold uniformed Britishers kept their vast audiences keyed up. To make their performance look as splendid as it sounded, the guardsmen marched and counter-marched, wheeled and turned in fluid patterns more spectacular than the ritual changing of the guard at Buckingham Palace.

GRENADIERS' BRASS SECTION MARCHES BY PLAYING "LAND OF HOPE AND GLORY." THEIR REPERTOIRE RANGES FROM "LOHENGRIN" TO "CLEMENTINE"



KILTS CONTINUED

A DEBT OF 1763 IS HONORED

The kilted men with bagpipes who marched in Philadelphia were on a sentimental mission. In 1763, when the forerunners of Philadelphia's historic 11th Regiment were besieged by Indians at Fort Pitt (now Pittsburgh) in the midst of the French and Indian War, they were rescued by the tough troops of Britain's Black Watch—the soldiers who, because of their kilts and ferocity, were nicknamed the “ladies from hell” in World War I.

Through the 195 years, Philadelphia remembered its historic debt, and at formal functions of the Philadelphia regiment a chair was always kept empty for a Black Watch officer. Last month Canada arranged to send down members of its own Black Watch unit. They came in full parade regalia. During two days of official festivities, the ladies from hell and their wives took part in a banquet, a dance, parades and a football game. “Gentlemen,” the toasts began, “charge your glasses.” Solemn toasts were proposed to the President, the queen and then—without glasses—to the dead of both units.



HONORING DEAD of both units at banquet, officers and wives pause as a bagpiper plays a lament

MARCHING TO CHURCH, the Black Watch 400s follow their drummer up Philadelphia's Pine Street



Model 680 complete stereophonic twin console phonograph, six speakers, 40 watts, dual-channel amplifier. Automatic 4-speed record changer with diamond stylus. In matching mahogany, \$379.95 . . . blond mahogany or walnut cabinets priced slightly higher



Sit anywhere in the room

COLUMBIA STEREOPHONIC PHONOGRAPHS PUT YOU IN THE CENTER OF SOUND

Here is the ultimate in listening—a new Columbia stereophonic phonograph. Turn it on and you're suddenly, dramatically in the Center of Sound—the place where music takes on a third dimension. Turn the remarkable Balanced Listening Control and you shift the Center of Sound wherever you want it. This Columbia engineering exclusive, available on many models, makes it possible for you to enjoy stereophonic sound in perfect proportion not just in one spot, but *anywhere in the room!* Superb styling and cabinetry make every Columbia Stereo-Fidelity phonograph a truly matchless instrument for your home. Prices begin at only \$124.90.

STEREO-FIDELITY PHONOGRAPHS BY **COLUMBIA** 

A division of Columbia Broadcasting System, Inc. © "Columbia" & Marks Reg. Prices slightly higher west of the Rockies.

BIG NEWS! Now you can have

SPECIAL OCTOBER OFFER! Choose one of these 3 and we'll buy you a year's supply of matching

Now's the time for you to get that BIG bed that you've always wanted. Tall or small, you'll sleep better and you'll discover a whole new world of spacious comfort on an all-new Super-Size Beautyrest® mattress.

Single-bed sleepers will love the extra length of a Super-

Size Beautyrest and double-bed sleepers will find a whole new wonderful way to sleep. The nearness you want—yet the extra room you need for private, undisturbed rest.

And only Beautyrest gives single-bed comfort in a double bed. Exclusive Beautyrest coils are separate . . . independent!



Long Boy Beautyrest. Five inches longer than a regular Beautyrest. That means 165 extra square inches of "stretch-out" Beautyrest comfort. Even if you're 6-foot-6, you won't kick out a sheet. Twin-bed or double-bed widths, normal or extra firm, \$89.50. Matching boxspring foundation only . . . **\$89.50**



Queen-Size Beautyrest. Five inches longer and six inches wider than a standard double-bed mattress. Over 1,000 separate springs give each sleeper separate comfort. All super-size models guaranteed 10 years. Normal firm or extra firm, \$99.50. Special matching boxspring foundation only . . . **\$99.50**

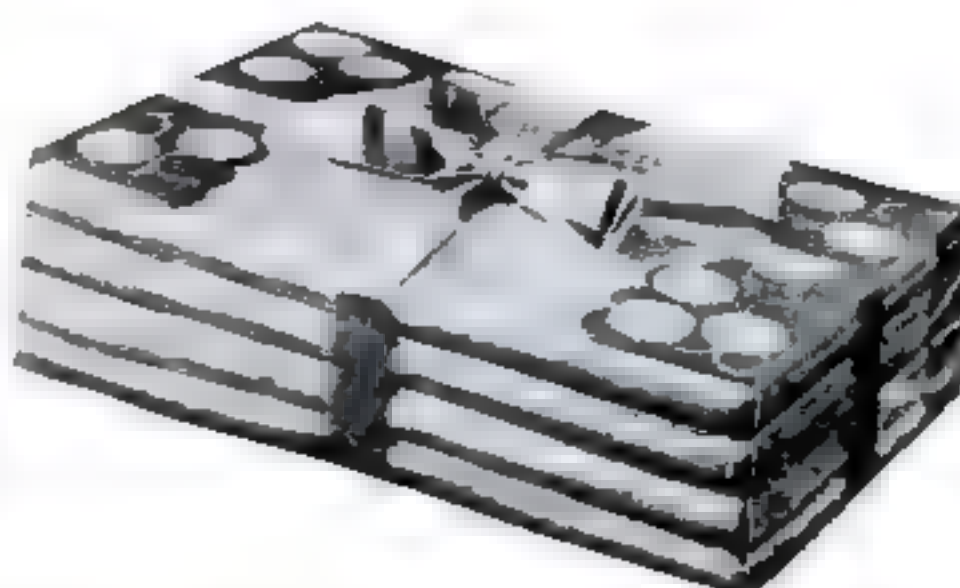
Only SIMMONS makes BEAUTYREST

BEAUTYREST.. SUPER-SIZE

**super-size, Beautyrest sets...
Cannon extra-size sheets!**

The heaviest husband can't jar his wife's sleep when he turns. No sagging, no rolling together!

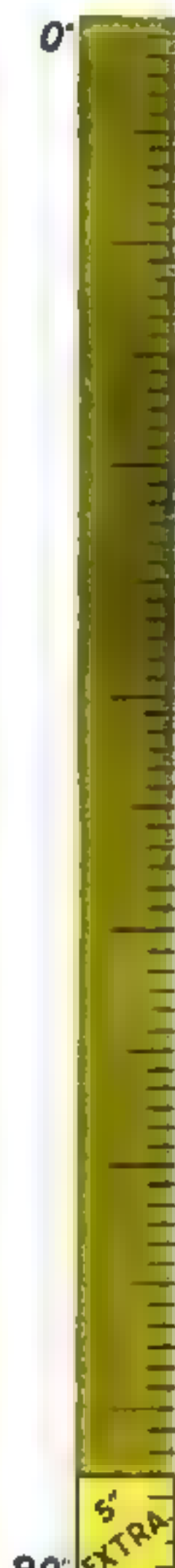
Enjoy this new kind of sleeping comfort tonight. Buy now and get free a year's supply of Cannon percale sheets to fit the Super-Size Beautyrest of your choice.



Save up to \$27.80! Four super-size Cannon percale sheets—over a year's supply—go with each purchase of these Super-Size Beautyrest mattress-box-spring sets. Special offer good only during the month of October.



60"



80"



0"

21" EXTRA

75"

King-Size Beautyrest. Five inches longer than regular double-bed mattress and almost two feet wider. Lets two big sleepers really *e-p-r-e-a-d* out. The King-Size Beautyrest has over 1,200 separate springs. Normal firm or extra firm, \$149.75. Two matching single-bed size boxsprings only . . . **\$149.75**

Super-size Mattresses

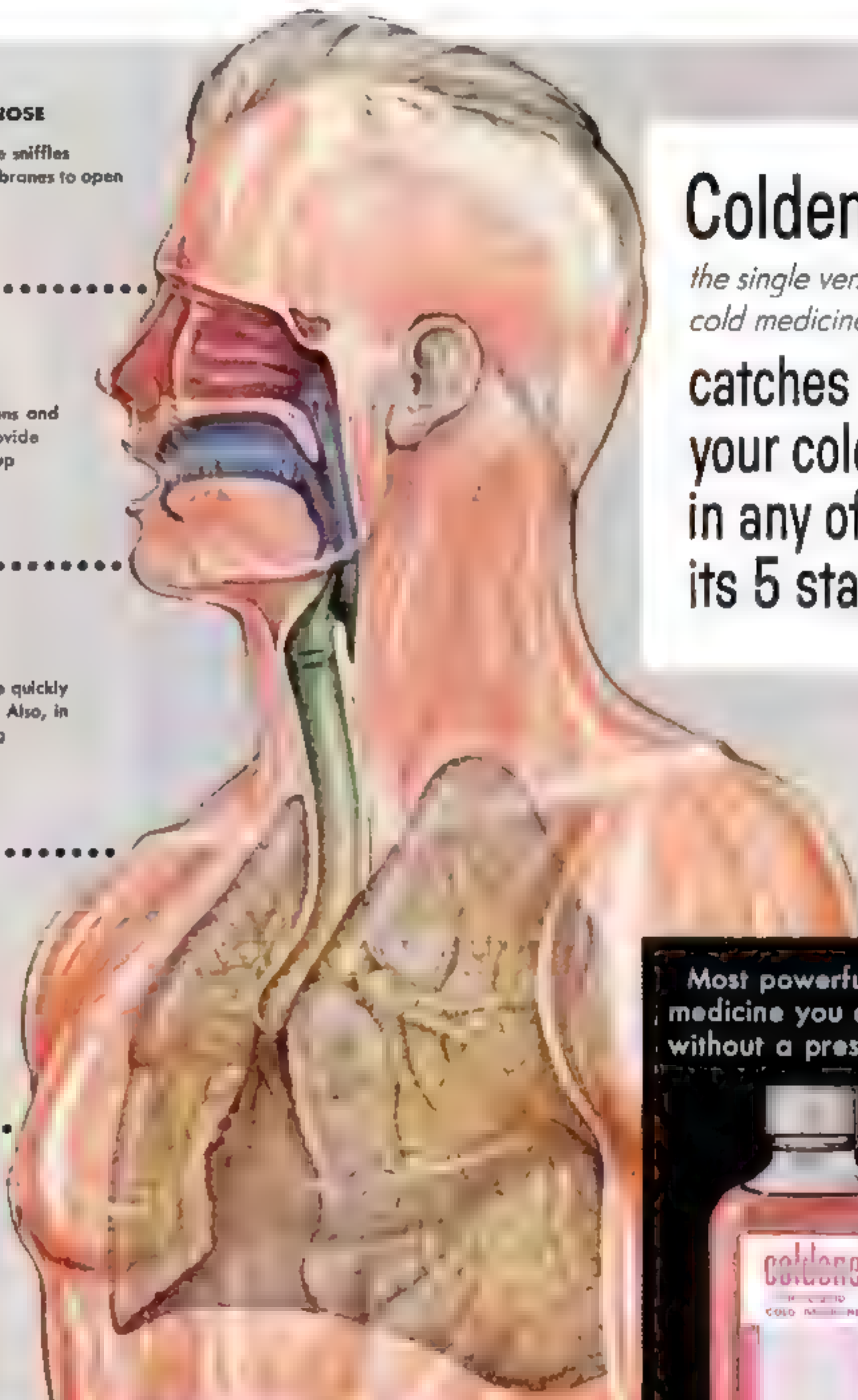



See your favorite store selling Simmons. Special October easy payment terms.

©1968 by Simmons Co., Mfrs. Matt. Chicago, Ill.

The 5 stages* of the common cold

and how to attack each symptom






RED AREAS

SNEEZING, SNIFFLES AND STUFFY NOSE


Coldene contains two medicines that relieve sniffles caused by allergies and shrink swollen membranes to open up the passages in your nose fast.



BLUE AREAS

SORE THROAT


Here three important medicines in Coldene bring long-lasting relief to tickling sensations and irritated tissues. Many remedies do not provide sustained relief. In addition, a soothing syrup helps to reduce the rough, raw feeling.



GREEN AREAS

CONSTANT COUGHING

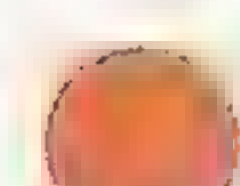
caused by a sore or irritated throat. Coldene quickly relieves the spasm that makes you cough. Also, in easing swallowing and reducing the tickling sensation, Coldene helps bring relief.



YELLOW AREAS

TIGHT CHEST

occurs when inflamed bronchial membranes produce phlegm. Coldene uses a proved expectorant to reduce this painful pressure by thinning down and loosening phlegm.



PINK AREAS

MUSCULAR ACES

create restlessness, increase tension. The painkiller in Coldene is noted for helping to produce sustained relief from these torments. Other carefully selected compounds help promote the rest needed for recovery.

Coldene®

the single versatile cold medicine that

**catches
your cold
in any of
its 5 stages***

Most powerful cold medicine you can buy without a prescription



Acts faster because it's a liquid

Coldene acts faster because it is a liquid cold medicine. Actually Coldene is bringing you feelable relief before an aspirin or cold tablet can be absorbed.

Coldene is a registered trademark of PHARMA-CRAFT CORPORATION
© 1968 PHARMA-CRAFT CORP.

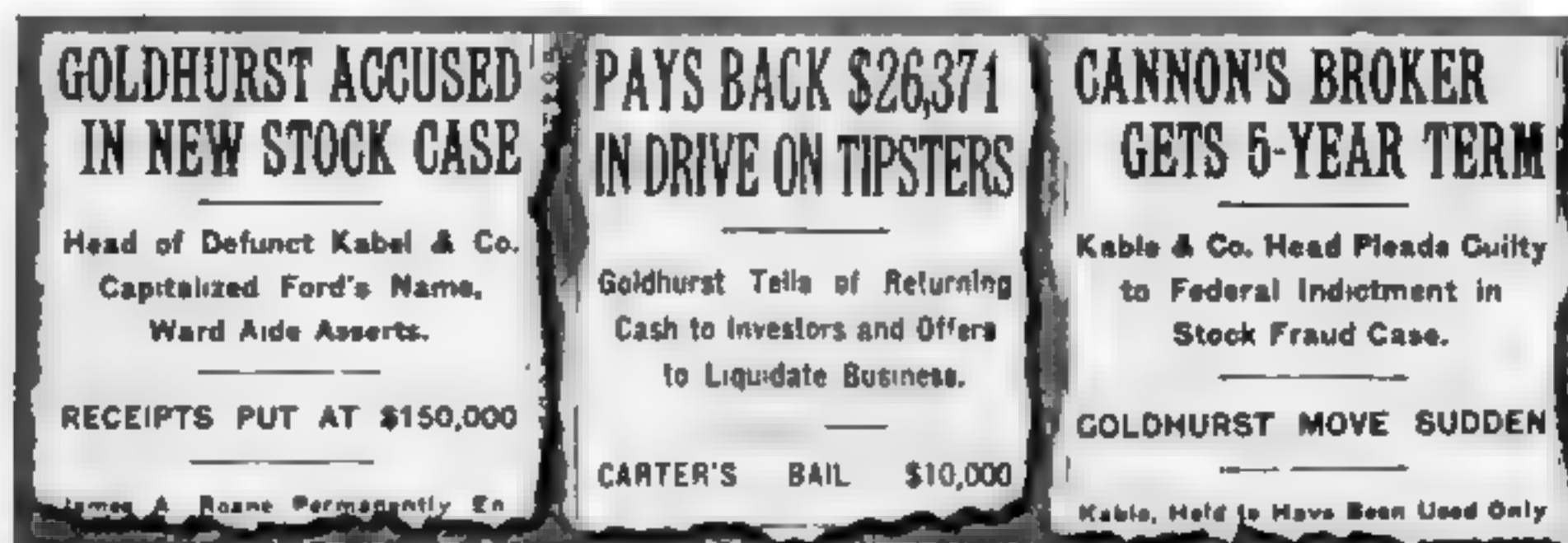
Get *feelable* relief in minutes from all these symptoms with powerful **Coldene®**

*The common cold is not a *single ailment*—nor do its “stages” progress in any certain order. A cold is a complex disorder that attacks *various* parts of your system. And it brings a variety of miseries to different parts of your body. The physicians and pharmacists who created Coldene saw need for a *single powerful cold medicine* to give relief for all principal symptoms (as shown above).

That is why Coldene (unlike ordinary cold medicines) does not rely on one or two ingredients. Instead it *unites* the powers of a potent pain reliever, a fast-acting decongestant and vasoconstrictor, an antihistamine, an expectorant . . . in a soothing, pleasant-tasting liquid . . . all in proper balance. These medications enable Coldene to catch your cold in any of its 5 stages.



GOLDHURST AND SON IN 1928



1929 HEADLINES TOLD OF GOLDEN, THEN GOLDHURST, AND HIS ILLEGAL STOCK OPERATIONS

The Strange Case of Harry Golden

I NEEDED success like I needed a hole in the head," confesses Harry Golden, roly-poly raconteur of *Only In America* (World), a book that is currently outselling all other U.S. nonfiction. "What I needed was obscurity and just enough money to pay the phone bill."

The reason for Harry Golden's concern about his sudden rise to fame became clear this month. Some anonymous letters to the press had dredged up the fact that he was really Harry L. Goldhurst who back in 1929 had been convicted of mail fraud and served time in jail. When confronted, Harry readily owned up to his past. Then in his adopted home town of Charlotte, N.C. he waited for the ax to fall.

Golden was a vulnerable man—not only a Yankee in the South but an outspoken one, especially on segregation. After he left jail, he quit New York for the South and founded the

bimonthly *Carolina Israelite*. A collection of warm essays and reminiscences with modest objectives, his paper grew in 17 years to a nationwide circulation—among all faiths—of almost 23,000. "I get away with my ideas in the South," says Harry, "because no Southerner takes me—a Jew, a Yankee and a radical—seriously. They mostly think of a Jew as a kind of substitute Negro anyway."

Although the revelation about his past would almost surely bring attacks from southern segregationists, Golden found at first only friendly understanding. From the minute the secret was out he was swamped not with abuse but phone calls, wires, letters (3,000 to date) and new offers to lecture. Most surprising was one editorial comment in a southern paper: "Now we can tell Harry what we couldn't tell him before—that most of his friends have known this story for years."

AT HIS CAROLINA DESK HARRY GOLDEN SAYS, "WHY DIDN'T I TELL? WHAT MAN WRITES HIS OWN OBITUARY? SOMETHING HAS TO FORCE IT"



CONTINUED

Copyrighted material



slide projector
on your mind?

look
for the
metal
slide
magazine

Standard equipment on leading projectors throughout the world, the all-metal slide magazine is the sign of a quality slide projector and your assurance of expert and enjoyable color slide shows. 36 precision metal frames prevent slide wear and damage, insure carefree projection and always hold slides in place. Look for this magazine when you buy a projector.

Airequist 12X Slide Viewer magnifies 12x slide area for biggest picture, most enjoyment. \$7.95



Airequist Ultramatic automatic viewer shows your slides big and bright in pre-arranged order \$14.95

Send for booklet, "Ways to Improve Slide Shows."

Airequist MFG. CO., INC.

Dept. No. L-106, 20 Jones St., New Rochelle, N. Y.



HARRY chats about integration with Carver College students and director, Dr. E. H. Brown (behind him), a friend.

"Some areas in the South can be desegregated tomorrow. Some not in our lifetime. The Negroes know this. They're not dopes. But we've got to get started somewhere."



In Carolina Israelite office Harry warms up to tackle the job of getting out next issue of paper, which he writes himself.

"I put on a baseball cap and swat imaginary flies with a walking stick when I'm trying to think. It may look foolish but it works. Then I speak it out loud."

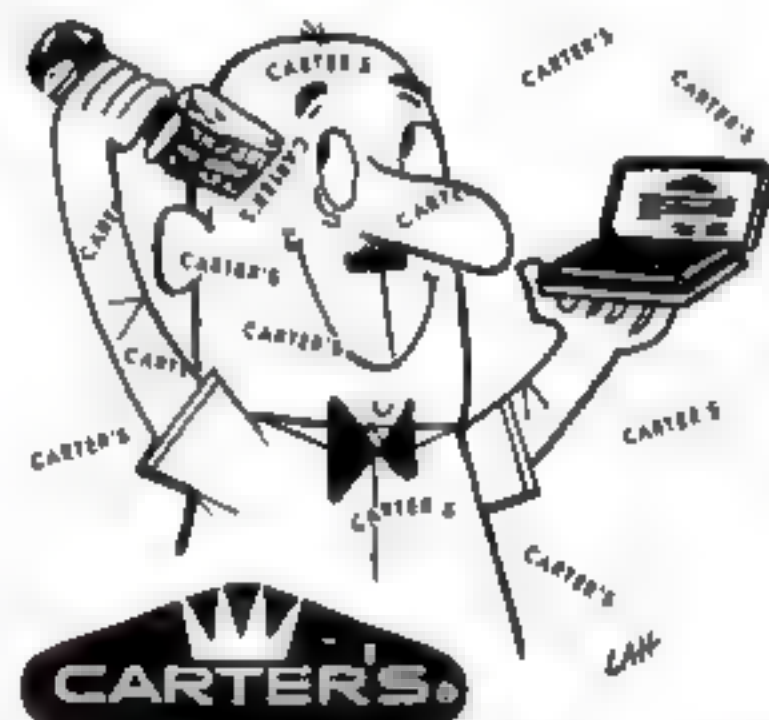


YOU'LL
OUTSHINE 'EM ALL
with that
"MILLION DOLLAR" SHINE!
Rich blend of costly waxes conditions leather leaves luxurious, deep-tone brilliance! Covers scuffs, protects against wet weather!

**GRIFFIN
MICROSHEEN®**

**FREE
SHINE
CLOTH
INCLUDED
STILL
25¢**

I GO FOR CARTER'S
New Stamp Pads!



©THE CARTER'S INK COMPANY, CAMBRIDGE 42, MASS.



fast relief
COLD SORES
LIP-A-EZE
CHAPPED LIPS
FEVER BLISTERS
SUNBURNED LIPS



Visit Your Beauty Salon During National

**PROFESSIONAL
PERMANENT
WAVE WEEK** OCT.
20-26

sponsored by

The *Helene Curtis* Guild of Professional Beauticians



Take it from MICKEY MANTLE

Weller

POWER TOOLS
make homecraft easy!



SOLDERING GUN

Easiest-to-use soldering tool ever designed. Makes anyone an expert on scores of household repairs. Hold it like a pistol. Touch the trigger and soldering tip heats instantly... twin spotlights flick on to light up your work. Nothing like it for quick, accurate soldering.

WELLER 8100 \$595

Weller Heavy Duty Soldering Kit. MODEL 8250AK \$1495

Weller 250-Watt Soldering Gun. MODEL 8250A \$1295

POWER SANDER

Takes the hard work out of sanding. Removes old paint, sands wood smooth in a jiffy. Easy to use. Fingertip "on-off" control. Twice the sanding area of any other sander in its price class. Power-packed with 14,400 strokes a minute. Sandpaper and polishing cloth included.

WELLER 700 \$1695

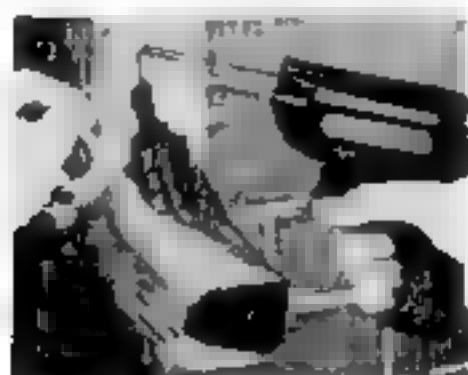
The Weller Power Sander is also available in a kit with metal carrying case. MODEL 700K \$1895

SABRE SAW

Makes every kind of cut in plywood, plastics, composition board, aluminum, etc. Ideal for everything from making valances and artistic home decorations to doing household repairs. Strain-relief design eliminates blade breakage. Lubricated for life. No parts to wear or replace.

WELLER 800 \$1995

3 different blades included. Fine and coarse blades for wood cutting and special blade for metal cutting.



for household repairs



for electrical work



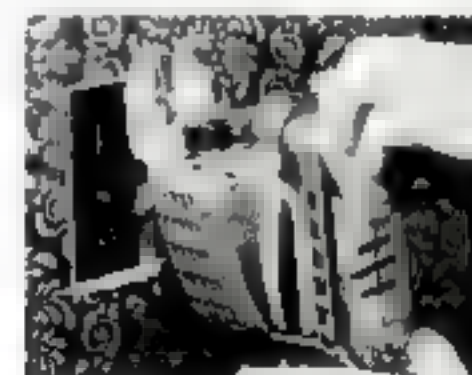
gets into corners



fits under low places



makes all kinds of cuts

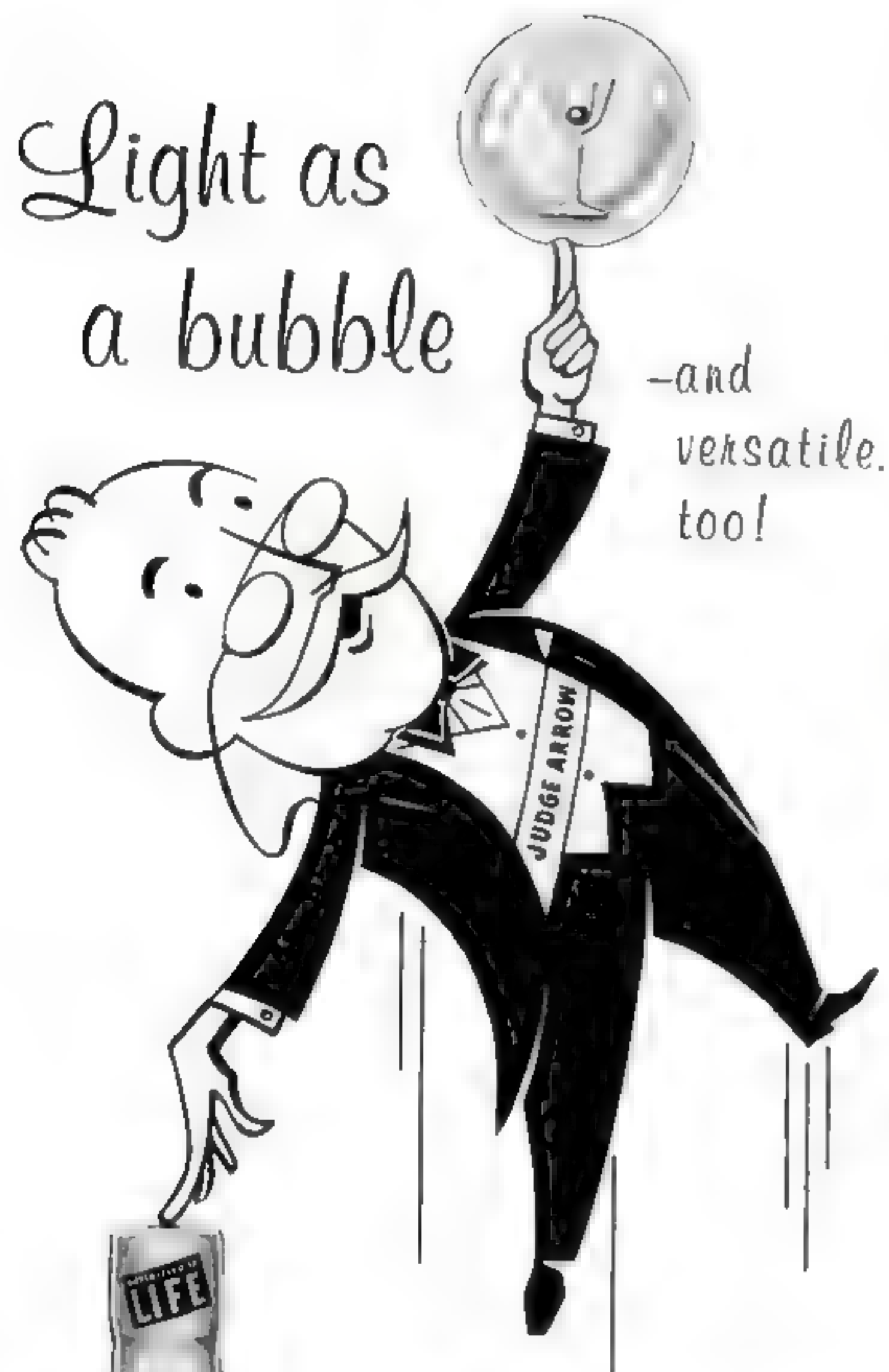


makes its own starting hole

ALL WELLER POWER TOOLS ARE GUARANTEED FOR 1 YEAR • WELLER ELECTRIC CORPORATION, EASTON, PA.

In EUROPE: Weller Electro-Werkzeuge, Dusseldorf, W. Germany. In PUERTO RICO: plants in Bayamon and Luquillo.

Sales representatives—For LATIN AMERICA: Rocke International Corp., New York. For CANADA: A. C. Simmonds & Sons, Toronto. For HAWAII: Dougherty Enterprises, Lanikai.



Arrow VODKA

The modern drinker prefers a light drink ... and there is nothing as light as Arrow Vodka ... Arrow is bubble light ... makes your favorite drinks taste more delicious.

Arrow Vodka is versatile, too ... for a smoother Martini ... Screwdriver ... Bloody Mary ... Highball ... Collins ... as well as with Tonic ... Over-the-Rocks ... or Straight.

Ask for Arrow today.

ARROW LIQUEURS CORP., DETROIT 7, MICH., DISTILLED FROM GRAIN, 80 AND 100 PROOF

GOLDEN CONTINUED



GOLDEN and old friend Carl Sandburg, who calls Golden a "Jewish Will Rogers," discuss Harry's book on the poet.

"I'm not a modern poetry man. I'm a half a league, half a league onward poetry man. I'm not even a Lincoln man. But I am a Carl Sandburg man."



On visit to New York's East Side where he was born, Harry looks at salami in store where he used to be messenger.

"I thought my stories about the East Side might sell to a couple thousand Jewish housewives. When the book caught on I got the cold shivers. This was bad."

CONTINUED



FOR ALL FLOORS—LINOLEUM, RUBBER, ASPHALT, VINYL TILE, FINISHED WOOD, TERRAZZO.

NEW
Simoniz Floor Wax...
childproof because
there's vinyl in it!



BRILLIANT VINYL—
 for the *brightest*
 floors ever.

TOUGH VINYL—
 for *childproof* protection
 against spills,
 splashes, scuffing.

DURABLE VINYL—
 for *longer-lasting*
 shine—even with
 frequent damp mopping.

TRY NEW SIMONIZ®
FLOOR WAX— the only
 one with miracle vinyl!
 So easy to use—
 it polishes itself.

NOW IN THIS GAY NEW CONTAINER

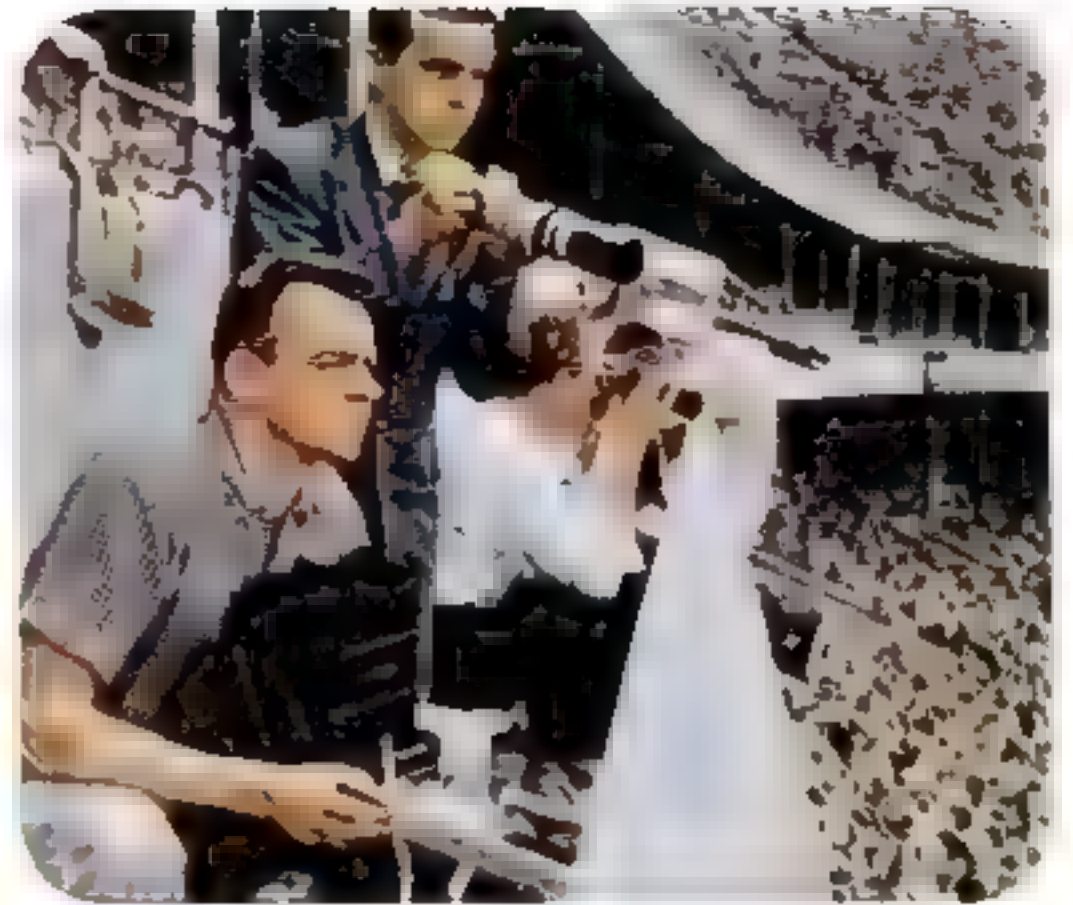
SIMONIZ MAKES IT

V MEN OF AMERICA: THE PRESS

*Live-action shots representing
United Press International
coverage of the World Series.*



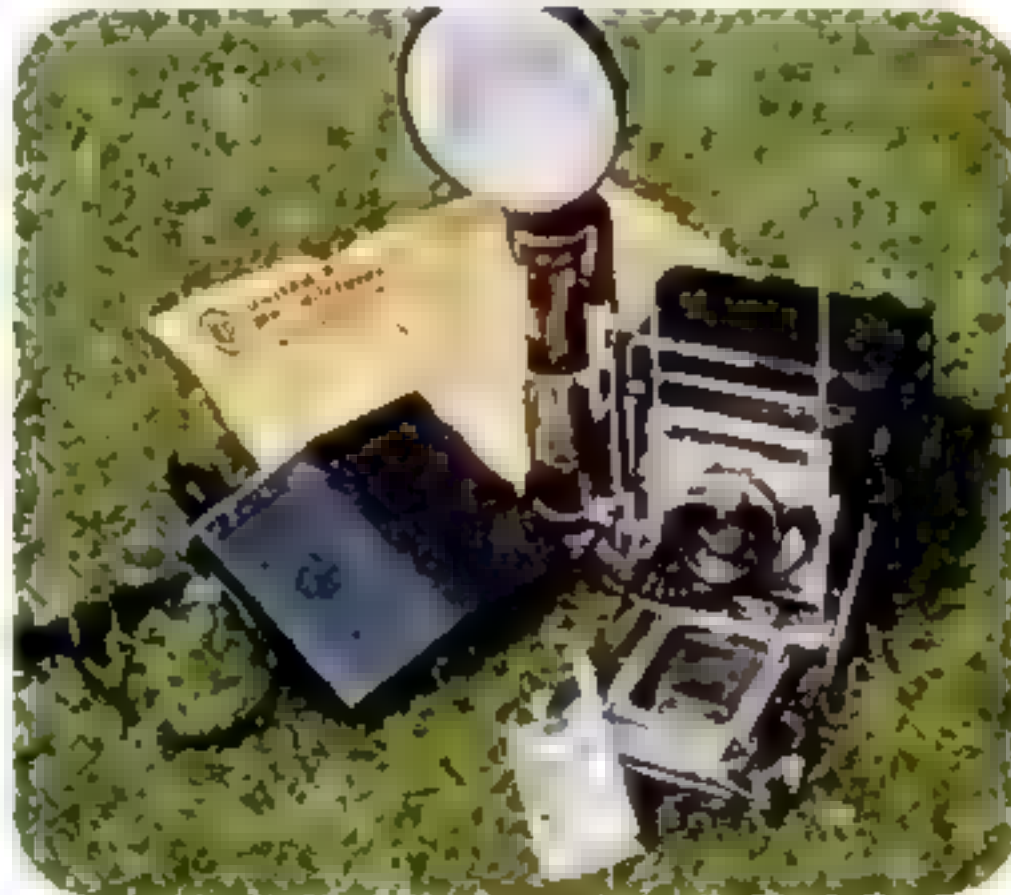
*Big crowd roaring,
the Series has begun!*



*Shutters snap,
it's the first home run!*



*Where they take the action shots,
you'll find a man...*



*Stops and takes big pleasure when and
where he can... Chesterfield!*



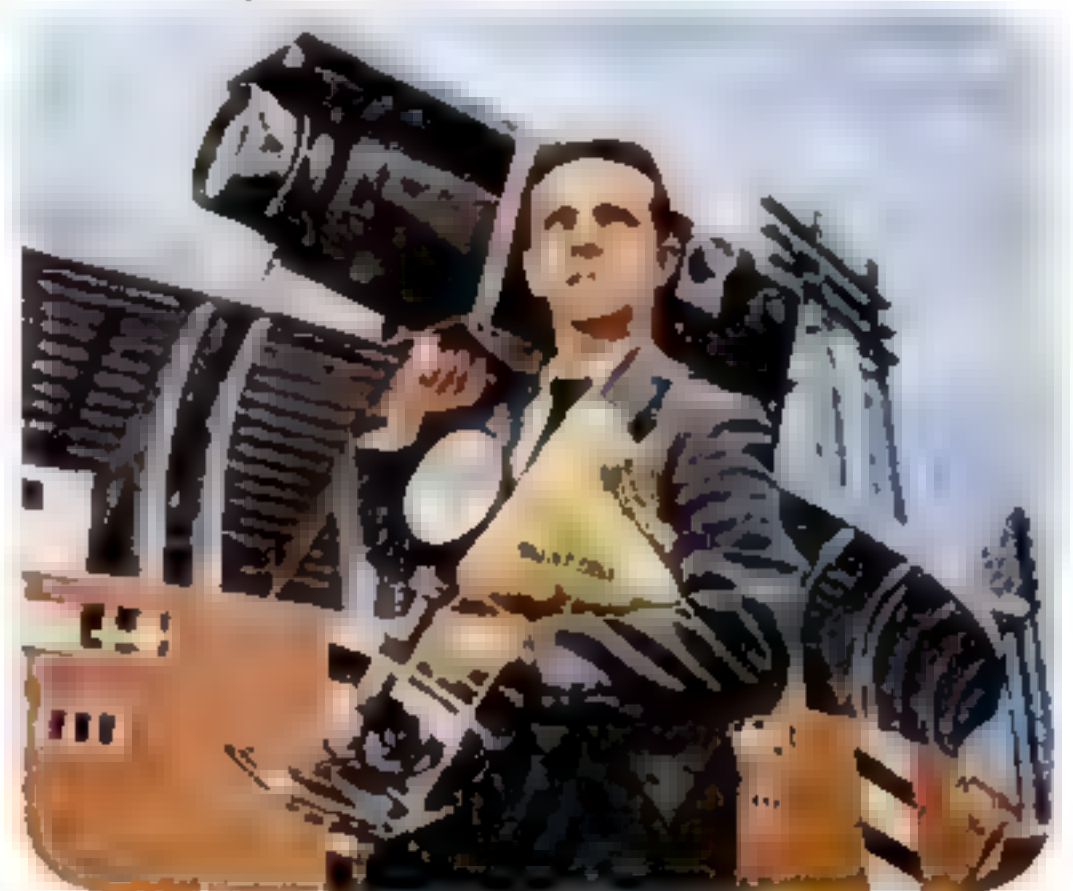
*Always the top-tobacco, straight Grade-A,
the top-tobacco in the U. S. A.*



*This sun-drenched top-tobacco's
gonna mean...*



*That you're smokin' smoother and
you're smokin' clean!*

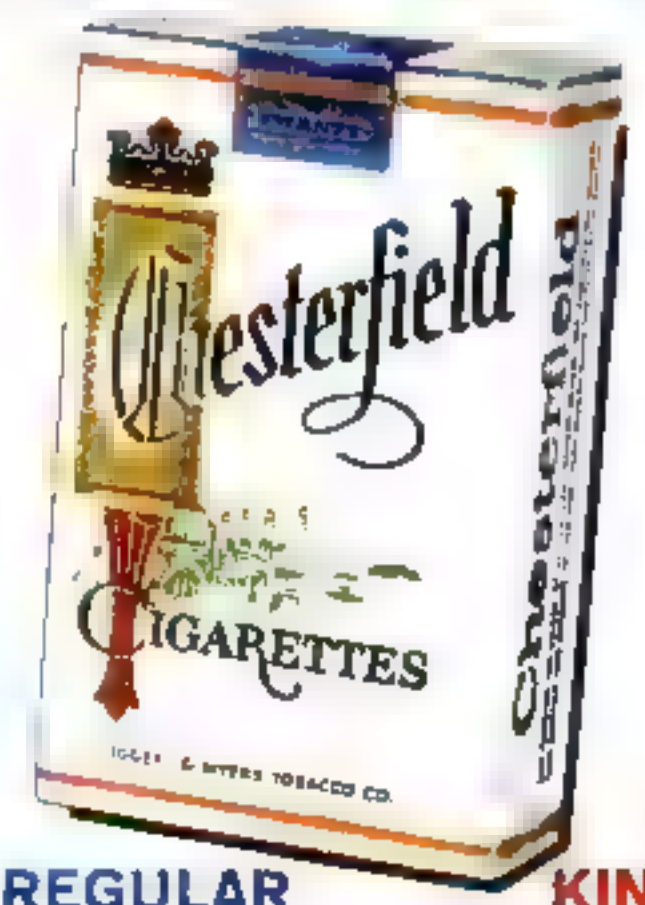


*The very best tobacco in the U. S. A.
gives you big clean flavor in a big, big way.*

When you've earned a smoke—nothing satisfies like the
BIG CLEAN TASTE OF TOP-TOBACCO!

CHESTERFIELD

© Liggett & Myers Tobacco Co.



REGULAR

KING

Golden Nuggets

In Charlotte, before Golden's past was publicized, LIFE's Richard Stolley talked with him, came away with "enough quotations for a second Only in America." Here are some.

Integration: They don't know it but the Negroes' bitterest fight is ahead. They'll lose the friendships with whites based on paternalism and guilt. Their bewilderment will be like what happened to the Jews when the ghetto walls came down. In Berlin one quarter of the Jews became Christians. But Negroes can't convert to white.

Speechmaking: If I look at an audience when I'm lecturing and see someone I know I'm sunk. I can't make the same speech twice and soon I'll run out of things to say. A socks salesman became a fan of mine and everytime I made a speech—to Catholics, Protestants, Jews—there he was, "Go away," I wanted to say. "You're ruining me."

Alcohol: There is no such thing as bad whisky. Just good and better. I always take a drink in the morning when I can feel it in my bones.

Eternity: It scares me. What would I do with it? No trials and tribulations, Billy Graham says. I once went up to the mountains for three days with nothing to do and it drove me crazy.

Visitors: I get everybody, Presbyterians, ministers, Negroes, Catholics, Jews. When they call up and say, "Mr. Golden, I'm at the bus station," I know I'm in for it. The radicals all come to the bus station. The other guys come to the airport.

Christians: If I were faced today with the decision my ancestors faced—become a Christian or die—I would pick a church. There is nothing to offend me in the modern church. The minister gives a sermon on juvenile delinquency one week, reviews a movie next week, then everyone goes downstairs and plays bingo. The first part of a church they build nowadays is the kitchen. Five hundred years from now people will dig up these churches, find the steam tables and wonder what kind of sacrifices we performed.

Bigotry: My father told me no man can call himself a humanist if he is anti-anything. I say no man can have a mature mind unless he can identify himself with all mankind. There is nothing wrong with being against things. I'm anti many things, but I'm not anti people. How can you have a mature mind and relegate a people to an inferior status? That's what I'm against. A man is not evil just because he believes some people are inferior. But if you show him it's not true and he laughs, then he's evil.

Anti-Semitism: I've tried to tell Jews in my paper not to be introspective. For centuries we've said, "We're unpopular, what's wrong with us?" The hell with that. What's wrong with the other guy who feels that way? Maybe his teeth hurt.



IN A BELLY LAUGH, reminiscent of happier days and replaced nowadays by frowns of anxiety or relief, Golden leans back in his office chair.



"The men I like
know
all about
the Governor!"

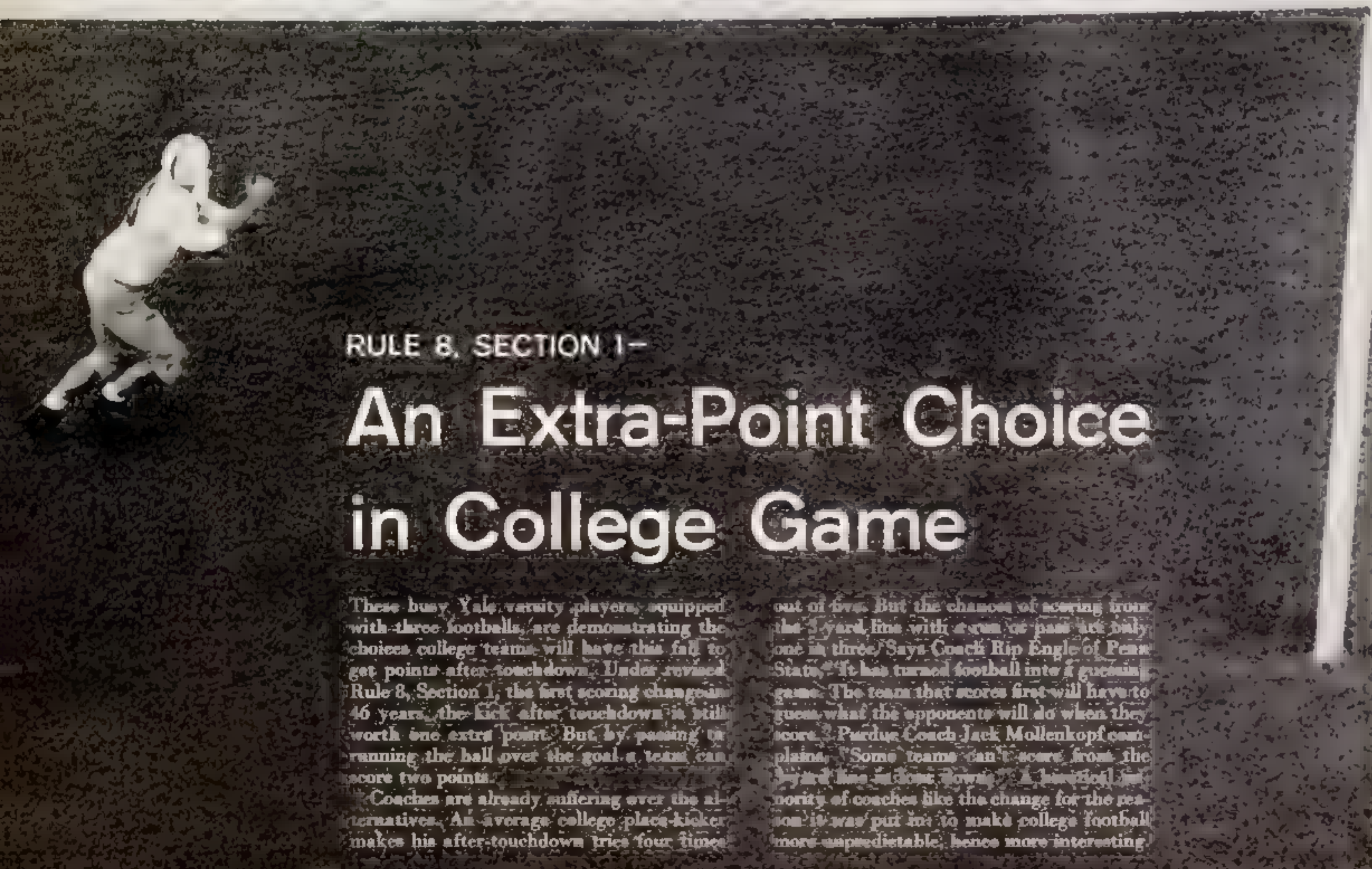
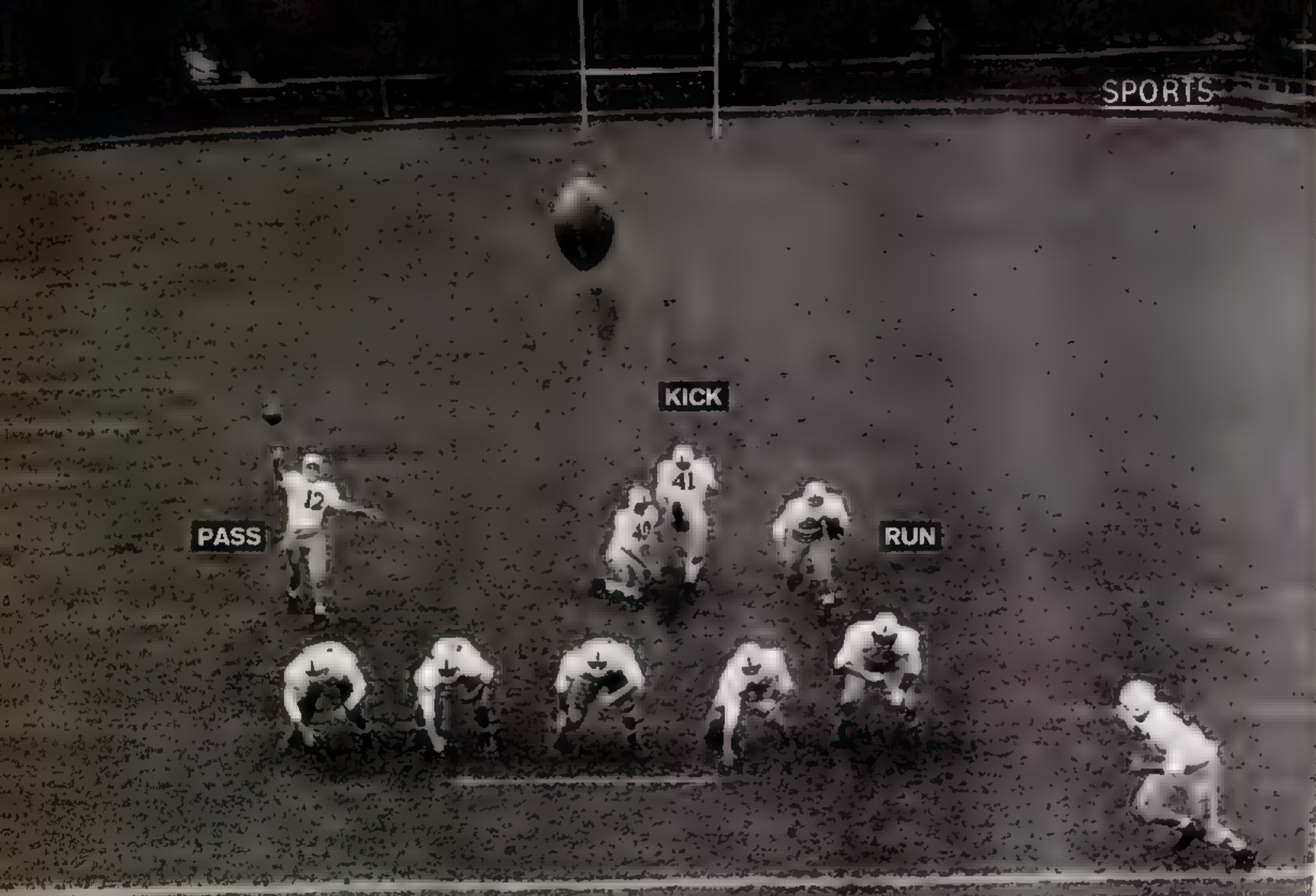
The Governor® by Esquire Socks® is the luxury all-nylon, one-size rib sock. It wears longer, stays neater, and has the feel of rich cashmere. \$1 per pair.

ESQUIRE SOCKS®
"THE SMARTEST THING ON TWO FEET"

KR DIVISION OF KATZKE-BOTH HOSIERY COMPANY, INC., N.Y.C., NEW YORK

Sanitized FOR HYGIENIC FRESHNESS





RULE 8, SECTION 1—

An Extra-Point Choice in College Game

These busy Yale varsity players, equipped with three footballs, are demonstrating the choices college teams will have this fall to get points after touchdown. Under revised Rule 8, Section 1, the first scoring change in 46 years, the kick after touchdown is still worth one extra point. But by passing or running the ball over the goal, a team can score two points.

Coaches are already suffering over the alternatives. An average college place-kicker makes his after-touchdown tries four times

out of five. But the chances of scoring from the 3-yard line with a run or pass are only one in three. Says Coach Rip Engle of Penn State, "It has turned football into a guessing game. The team that scores first will have to guess what the opponents will do when they score." Purdue Coach Jack Mollenkopf complains, "Some teams can't score from the 3-yard line without fumbling." A handful of minority of coaches like the change for the reason it was put in: to make college football more unpredictable, hence more interesting.

CONTINUED



*World's No. 1 secretary - saves
the modern Royal Electric!*

ROYAL®

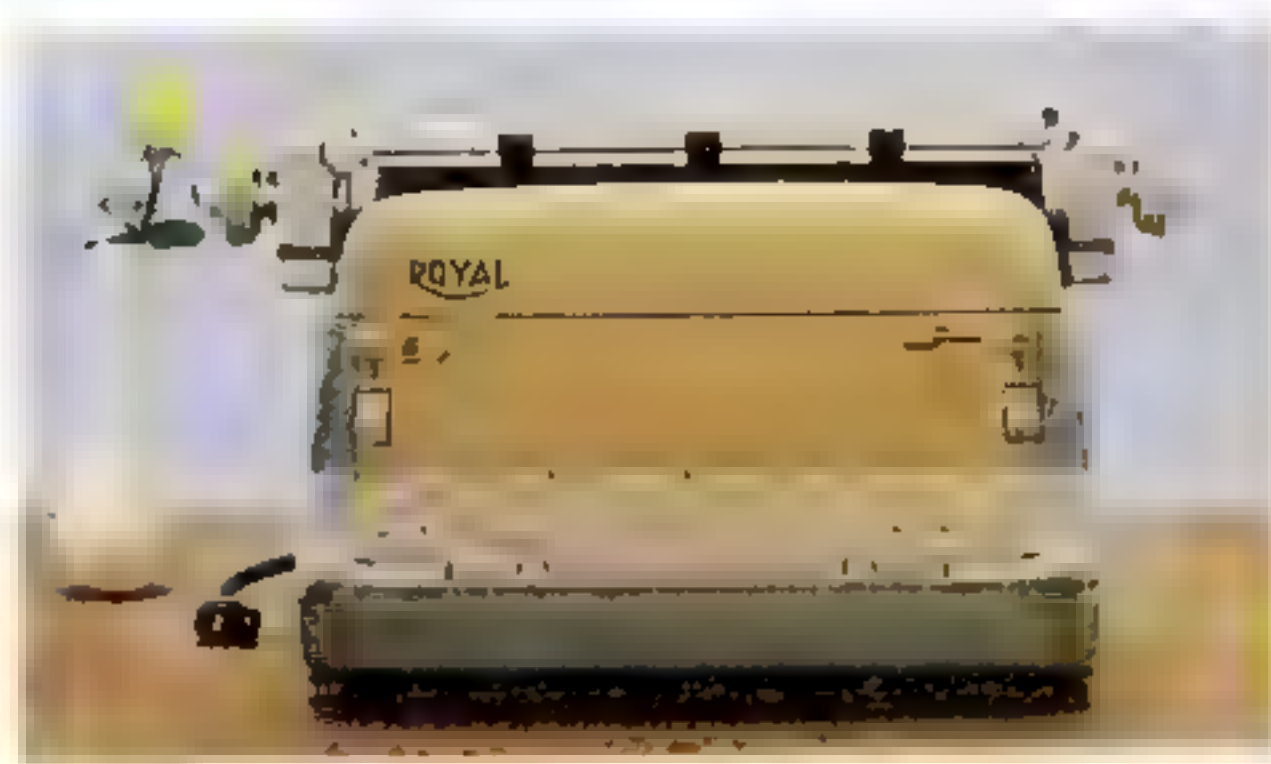
EASIEST TO OPERATE! Convenience features like exclusive Magic® Margin and Twin-Pak, the instant-changing ribbon—save time and cut typing fatigue to a minimum!

UNEQUALLED SPEED! The Royal Electric's unique feather-light touch and split-second response make it the fastest typewriter of all. Work is done in record time!

MATCHLESS REPRODUCTION! No heavy characters, no faint, fuzzy ones. You get the sharpest, most perfectly aligned work ever to come out of a typewriter!

P. S. For a more satisfied boss and a pleasanter job, start hinting for a Royal Electric right now. Your Royal Representative can arrange a demonstration and free trial. Old typewriters are worth plenty in trade.

* ROYAL SPENCERIAN, one of 74 Royal type styles.

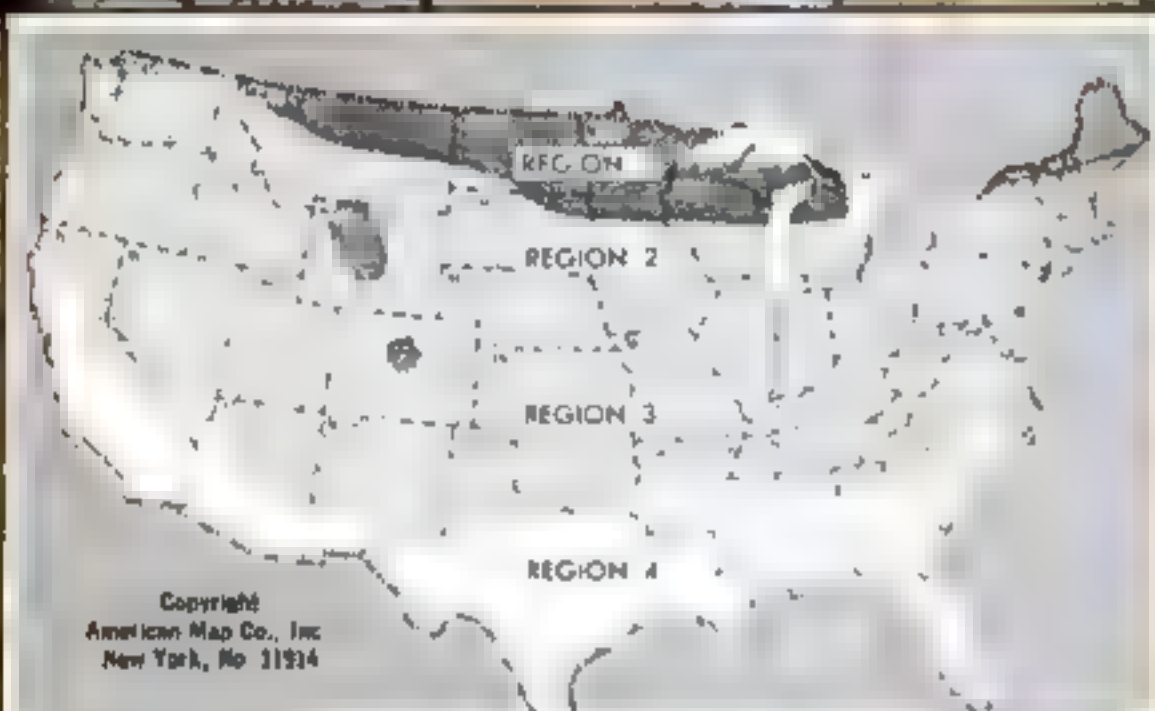


There are more Royal Typewriters in office use than any other make.

the business-minded **ROYAL** *electric* Product of Royal McBee Corporation. World's Largest
Manufacturer of Typewriters. Also manufactured and sold in Canada



J-M Spintex Insulation comes with aluminum or standard wrapping, in thicknesses up to 6 inches



ANNUAL SAVINGS ON HEATING BILLS			
LOCATE YOUR REGION	6 INCHES OF INSULATION IN ATTIC	4 INCHES OF INSULATION IN OUTSIDE WALLS	TOTAL SAVINGS FOR YOU
REGION 1	\$111	\$51	\$162
REGION 2	93	43	136
REGION 3	54	25	79
REGION 4	24	11	35

Find your savings right here. Figures above are typical savings based on the temperature zone in which you live and the specified thickness of insulation in your attic and outside walls. Figures are courtesy of Minneapolis-Honeywell Regulator Co.

Send for Free Booklet! "Comfort and its Control." Address Johns-Manville, Dept. L-5, Box 60, New York 16, N.Y. In Canada, Port Credit, Ontario.

I'm interested for new home ☐ existing home ☐

Name _____

Street _____

City _____ County _____ State _____

No matter where you live...

New Johns-Manville Home Insulation will save you money this winter

LOOK AT THE CHART! See the big dollar savings Johns-Manville Spintex® Insulation can give you. And you get big dividends in winter *comfort*, too. Next summer, Spintex will serve you equally well. It keeps rooms up to 15° cooler on hottest days, cuts air conditioning operating costs.

Spintex handles easily, fits snugly be-

tween joists, studs or rafters . . . you can install it yourself. If you live in a home where attic or wall space is inaccessible Spintex Insulation can be pneumatically blown in such spaces by a Johns-Manville home insulation contractor.

For big savings this winter ask your J-M building materials dealer or insulation contractor about Spintex now.

JOHNS-MANVILLE

SOMEHOW, SOMEWHERE, A J-M PRODUCT SERVES YOU

JOHNS-MANVILLE
JM
PRODUCTS

A FAKE IN A GAME



SUCCESSFUL TWO-POINTER is made by T.C.U. in opening game against Kansas. In play likely to get popular use this fall, T.C.U. Quarterback Hunter Enis kneels to hold the ball in placement formation (*top*), gets up and throws pass (*center*) to End Bubba Meyer (*bottom*) for two points. T.C.U. won, 42-0.

APPIAN WAY

AMERICA'S FAVORITE PIZZA



Celebrates
INTERNATIONAL PIZZA WEEK

(Oct. 6-13)

with a

5 OFF
SPECIAL OFFER

regular price



*the only PIZZA
foil-wrapped for your protection.

save on this special 5¢ offer

Now's the time to stock your pantry shelf with APPIAN WAY Pizza Mix and Sauce for fall parties and those after-the-game get-togethers.

Enjoy Perfect Pizza Every Time — Mix, fix and bake the tastiest bubbling-with-flavor pizza you ever served!



Be a guest at your own party!

Prepare Appian Way mix ahead of time, then bake it when you're ready. Make it early — serve it late!

APPIAN WAY PIZZA MIX AND SAUCE

© SPECIALTIES, INC. WORCESTER, MASS. • SAN JOSE, CAL.

SITTING ON TOP OF THE WORLD

**Minneapolis Grandmother, Mother and Daughter
find new figure beauty and youthful happiness.**

A few months ago the world was closing in for the women of the Tryon household. Life was becoming more and more routine—a limited pattern of daily work, nightly television watching and not much else.

The reason was obvious. They were all far overweight.

For all three—Margaret Tryon, her daughter Gwenda, and her mother Mrs. Fern Alseth—the burden of extra pounds sapped away energy, made them look and feel years older than they actually were. They had tried to reduce...but without success. They didn't have the energy to exercise, nor the willpower to stick with rigid diets. So the pounds stayed on.

Then, they read a magazine article about the Stauffer Home Reducing Plan of effortless exercise and calorie reduction. They decided to try it, and imagine their happiness when right away they started getting results. Inches and pounds began to disappear.

Today the change is dramatic. Between them they have lost 81 pounds and trimmed down ten dress sizes. And every day is a bright new adventure for all three.

Gwenda is a willowy teen-age beauty overwhelmed by her newly discovered popularity. Margaret's new figure has made her look and feel years younger. And Grandmother Fern now has such a youthful appearance and attitude that her daughter and granddaughter have to really step to keep up with her.

What about Mr. Tryon? Does he approve of all this? Well, you'd know he does if you could see him proudly smile and say: "I love my trim young family."

To learn how you, too, can get and keep a lovelier figure, write to: Stauffer Home Reducing Plan, Dept. L-108, 1919 Vineburn, Los Angeles 32, Calif....or Dept. L-108, 1500 N. Ogden, Chicago 10, Ill....or Dept. L-108, 2121 Route #4, Fort Lee, New Jersey. No obligation.



BEFORE STAUFFER: Grandmother weighed 167. She had battled her overweight problem for 20 years, and felt resigned to "getting old and fat."



AFTER STAUFFER: Grandmother looks years younger and feels that way too. Shown weighing 137, Fern is still losing to reach her goal of 129.



BEFORE STAUFFER: Mother was a hefty 151 pounds. She felt futile as all her efforts to reduce had met with failure. She seemed years older than 35.



AFTER STAUFFER: Mother is a trim 118 with lovely proportions. She has beautiful carriage, looks years younger. She went from size 18 to 8.



BEFORE STAUFFER: Daughter weighed 135 pounds and was gaining. Especially heavy around the middle, she also had poor, slouching posture.



AFTER STAUFFER: Daughter has lost 18 pounds, plus six inches from waist and hips. She changed from an awkward girl to a poised young lady.



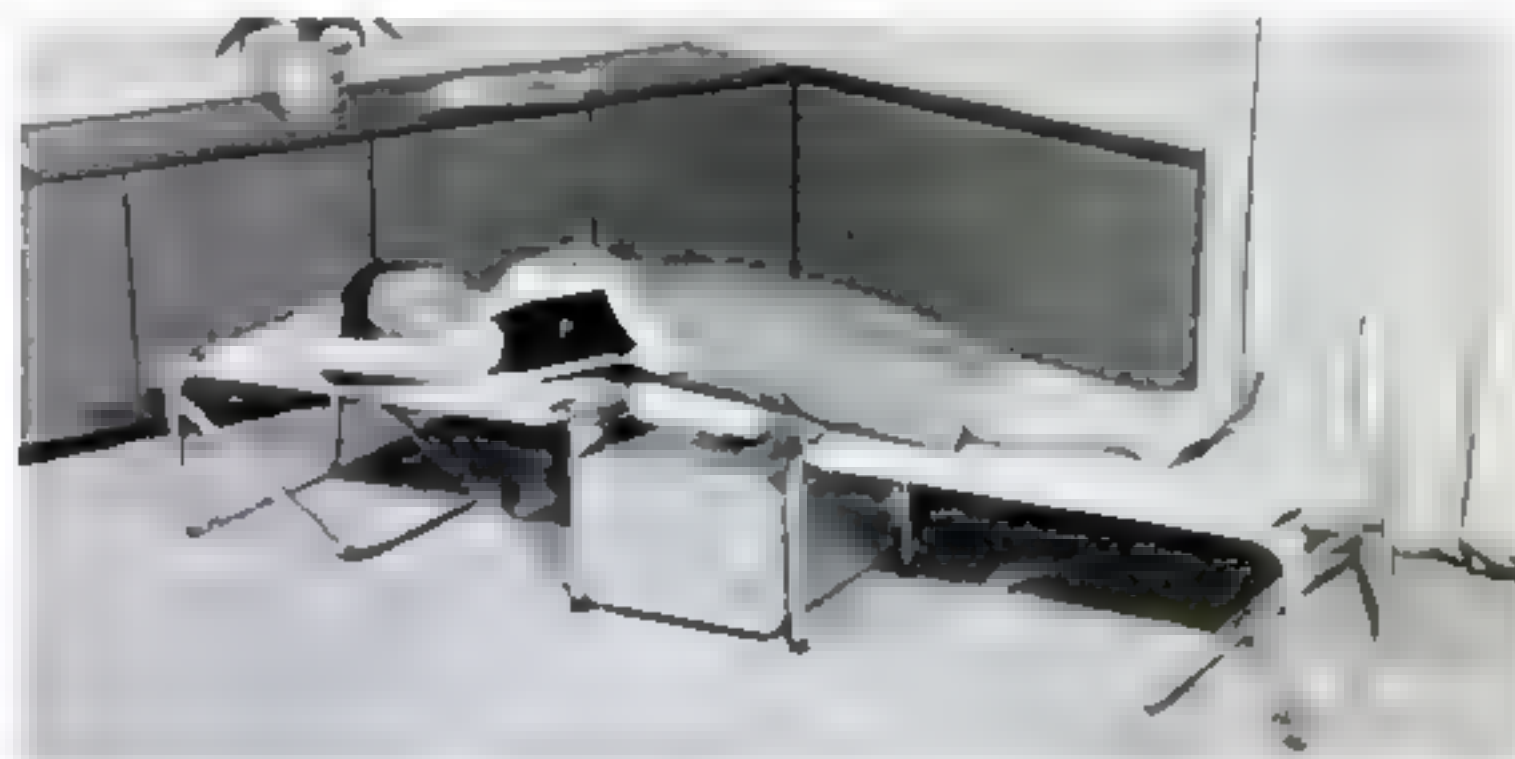
REDUCING TOGETHER was fun. It was exciting to watch inches and pounds melt away. A highly trained Stauffer counselor helped and encouraged them. Because Stauffer did so much for them, both Fern and Margaret have since become Stauffer Home Plan counselors, helping others find happiness through figure beauty.



TRIM THREESOME FROM MINNEAPOLIS: DAUGHTER GWENDA, GRANDMOTHER FERN AND MOTHER MARGARET. FOR THEM—SMALLER SIZE DRESSES, BIGGER SMILES AND A BRIGHTER, HAPPIER LIFE LADEN WITH YOUNG IDEAS. REWARDING RESULTS OF THE NEW FIGURE BEAUTY ATTAINED WITH THE STAUFFER HOME REDUCING PLAN.



MOTHER AND DAUGHTER now look more like sisters. "Since I trimmed down with the Stauffer Home Plan," says Margaret Tryon, "I feel like I've turned back time." She is now eager to go places and try new things. Along with her new, younger-looking figure, Margaret now displays a youthful vitality equal to daughter Gwenda's.



THE "MAGIC COUCH" (Posture-Rest®) is the heart of the Stauffer Home Plan. Margaret uses it daily to keep her new figure. The "Magic Couch" lets you exercise without effort, helps firm and tone muscle tissue, something diet alone cannot do. The Stauffer Plan reduces where you need to lose—hips, waist, thighs, arms, ankles.



TO INCREASE CIRCULATION while on the unit and to exercise her legs, Fern uses the "Magic Couch" in another of its many positions. For the first time in 15 years, Fern can wear high heels. The unit is lightweight, portable, easily stored. Available in the Princess model and deluxe family model. The plan is now priced lower than ever. Rent it by the month—or buy it for pennies a day.

For more information about this reducing plan that can bring you new figure beauty—and to learn how you can win trips to Paris, London and California—write to:
STAUFFER HOME REDUCING PLAN,
 Dept. L-108, 1919 Vineburn, Los Angeles 32, California. ©1958, Stauffer Laboratories

IF YOU PRIZE IT... KRYLON-IZE IT!

Everyone has a use for
KRYLON
SPRAY PAINTS



Paint hard-to-get-at places with quick and easy Krylon. Ideal for radiator covers, shutters, screens.



Restore wrought iron furniture to its original beauty. Krylon spray doesn't miss a spot. Perfect for wicker furniture.



Why paint the old-fashioned "brush and bucket" way... when you can use swift, smooth Krylon? Recolor your evening slippers, toilet seats (not plastic), toys.



Give your kitchen a like-new look with fast-drying Krylon. Quick-change for refrigerators, tables and chairs.

Perfect painting the "PUSH BUTTON" way
21 Decorator Colors, Crystal-Clear, Varnish Sprays
DRIES IN MINUTES!
IF YOU PRIZE IT... KRYLON-IZE IT!



DRESSED UP LADY COREA WEARS DIAMONDS ON PIERCED SIDE OF HER NOSE. MARK ON FOREHEAD IS BEAUTY SPOT

A Fashion Note at U.N.

With foreign delegates and their wives likely to turn up in anything from bright oriental finery to the tribal robes of darkest Africa, the United Nations buildings in New York have come to be something of a U.S. showcase for fancy far-flung fashions. The most striking figure to brighten up the new U.N. session is Karmanie, Lady Corea. At the recent U.N. opening, Lady Corea turned up wearing not only a rich-hued sari but a diamond ornament in her nose.

Wife to Sir Claude Corea, Ceylon's recently appointed U.N. ambassador, Lady Corea belongs to an Asian group whose women — of the older generations at least — wear precious gems in their noses as commonly as American women put on their best earrings. Lady Corea does not see anything remarkable in her jewelry. Asked by curious U.S. reporters why she wears diamonds in her nose, she replied smoothly, "I find them more becoming than pearls or rubies."

Swiss Style

CHOC-O-NUT

select buttered almonds in luscious milk chocolate



New peak of flavor perfection!

Finest domestic milk chocolate
made in the famous Swiss tradition—blended
with crispy, buttered almonds.

Try some soon. You'll yodel for more!

NATIONAL DAIRY PRODUCTS CORPORATION

Sealttest
TRADE MARK
ICE CREAM

Shirley Temple's
"HIAWATHA"
October 5

BAT MASTERSON
Wednesday Nights
NBC-TV

Bites through snow to

ALL-NEW SUBURBANITE



You are looking at the hub-cap deep tracks that prove your winter driving worries are answered. Here you see "power" traction to get today's high-torque cars through deep snow, loose snow, packed snow.

This new Suburbanite, greatest winter tire ever developed, is available in black or white sidewall, tubeless or tube-type; 3-T Nylon or 3-T Rayon Cord. See it for yourself at your Goodyear dealer's.

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!



**ALL-NEW 3-T
SUBURBANITE**

GOODYEAR

Watch "Goodyear Theater" on TV every other Monday evening.

What's HUB-CAP DEEP!

ITE BY GOODYEAR

- Up to 51% more traction in snow
- Up to 17% better traction in mud
- Quieter ride on dry roads
- An extra season of wear for many motorists



Goodyear engineers took many promising winter tire designs up to the Hudson Bay area and tested them under the severest winter conditions. Out of this came the all-new 3-T diamond anniversary Suburbanite—the greatest winter tire made.

These tests proved that this great new tire provides **DYNAMIC TRACTION . . . extra grip under power . . .** to answer your winter driving worries—snow-covered hills, steep driveways, slippery spots, snowed-in parking places, unplowed back roads.

You'll find that this all-new 3-T Suburbanite is the tire to get you through all kinds of winter weather. See it at your Goodyear dealer's. Goodyear, Akron 16, Ohio.



Up to 51% more traction to take you through deep snow, hard-packed snow! The new Suburbanite has 3,728 biting edges on 260 massive tread cleats to give you maximum grip . . . minimum slip.



Up to 17% better traction in mud. The new Suburbanite has rugged open shoulders that give a "paddle wheel" effect when the going gets deep . . . provide greater traction when you need it most!



Quieter ride on dry pavement. The all-new 3-T Suburbanite just whispers along. Reason. A new, exclusive tread design specially engineered for top performance on bare pavement.



Longer wear. Goodyear's new Suburbanite will give many motorists a whole season of extra wear! This is the result of an improved tread compound and the rugged triple-tempered 3-T Cord body.

GOODYEAR

Suburbanite. T. M., The Goodyear Tire & Rubber Company, Akron, Ohio

**LOWEST
PRICE
IN YEARS**



You can afford your dream kitchen the Insured Savings and Loan way

A work-saving, modern kitchen is one of the many joys that make family living happier . . . and it adds so much to the value of your home. By saving rather than borrowing for the good things of life, you collect earnings on your money instead of paying interest. And the ideal place to save is your Insured Savings and Loan Association. Here's why:

1. Your money works *hard*, earns excellent returns.

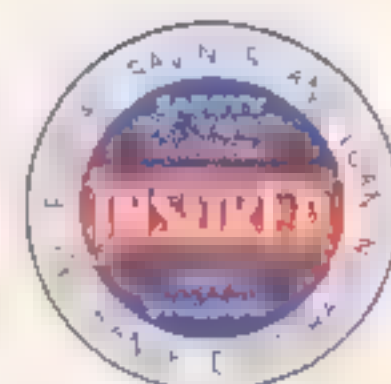
2. Your savings are invested in home loans—sound investments that help your community grow.

3. Your savings are not subject to ups and downs: you get back what you put in . . . plus earnings.

4. Your account is insured up to \$10,000 by the Federal Savings and Loan Insurance Corporation.

That's why 21 million Americans have found

Where you save does make a difference!



LOOK FOR THIS SYMBOL OF SAFETY
WHERE YOU SAVE



SHOUTING, "ELVIS, I LOVE YOU," AND HOLDING A PICTURE OF HER HERO, KATHY MALONEY, AGED 15, SEES PRESLEY SAIL FROM BROOKLYN ARMY TERMINAL.

A FAREWELL SQUEAL FOR ELVIS

During the six months he has been down in Fort Hood, Texas, learning to be a soldier, Private Elvis Presley has been out of sight of his admirers, but never out of mind—or heart. Every week he has received some 15,000 fan letters and bushels of cookies. And when he sailed to Germany to join the Third Armored Division his fans came to the far reaches of Brooklyn for a Presleyan send-off, complete with squeals and tears.

The Army, which had clamped down on Elvis interviews during his

training period, permitted more than 100 reporters and cameramen to have a visit with the singer at the dock. All spruced up with a new haircut and clutching a book called *Poems That Touch the Heart*, Elvis tried hard to be both military and obliging. He signed autographs, posed with a big Teddy bear, and answered some foolish questions with humor and good sense. After three hours of dockside uproar, Elvis finally sailed with 1,300 other soldiers to take on an \$62-a-month job as a truck driver.

Gilbey's Vodka



...the clear, smooth "heart" of vodka!

Gilbey's makes a difference in vodka—by selecting only the "heart" of each vodka distillation, the clearest, smoothest part. And this means a *smooth* difference to all your vodka drinks.

Vodka 80 & 100 Proof. Distilled From 100% Grain. W. & A. Gilbey, Ltd., Cincinnati, Ohio. Distributed By National Distillers Products Company.



FAREWELL FOR ELVIS CONTINUED



THINKING OF FUN he may have on furlough, Elvis winks at interview and says that he wants most "to get to Paris—and look up Brigitte Bardot."



THINKING OF CAREER, Elvis ponders question, "What would you do if the rock 'n' roll fad died out?" His reply: "Why, I'd just starve to death."



THINKING OF LOVE after he was asked, "What type of a girl is your ideal?" Elvis broke into a grin and answered enthusiastically. "Female, Sir."



Wash and Wear...or...Wash and Beware?

Sadly, you may have found that some wash-and-wear or drip-dry cottons can...and do...shrink whole sizes. Right out of fit. How can you defend yourself from such wash-and-beware?

The words "wash-and-wear" and "easy care" stand for some new, exciting values. But they do not mean that the garment can't shrink out of fit. The "Sanforized" trademark does.

For permanent-fit wash-and-wear, insist on the "Sanforized" label.

•SANFORIZED•

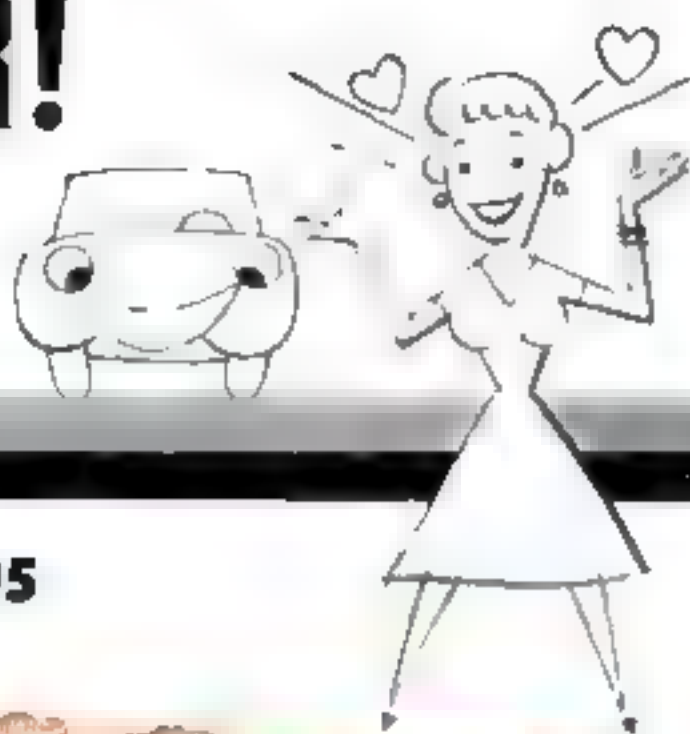
TRADE & MARK

CLOROX, PEABODY & CO., INC. PERMITS USE OF ITS TRADEMARK "SANFORIZED", ADOPTED IN 1930, ONLY ON FABRICS WHICH MEET THIS COMPANY'S RIGID SHRINKAGE REQUIREMENTS. FABRICS BEARING THE TRADEMARK "SANFORIZED" WILL NOT SHRINK MORE THAN 1% BY THE GOVERNMENT'S STANDARD TEST.

Only Willard could offer this amazing

BATTERY GUARANTEED FOR THE LIFE OF YOUR CAR!

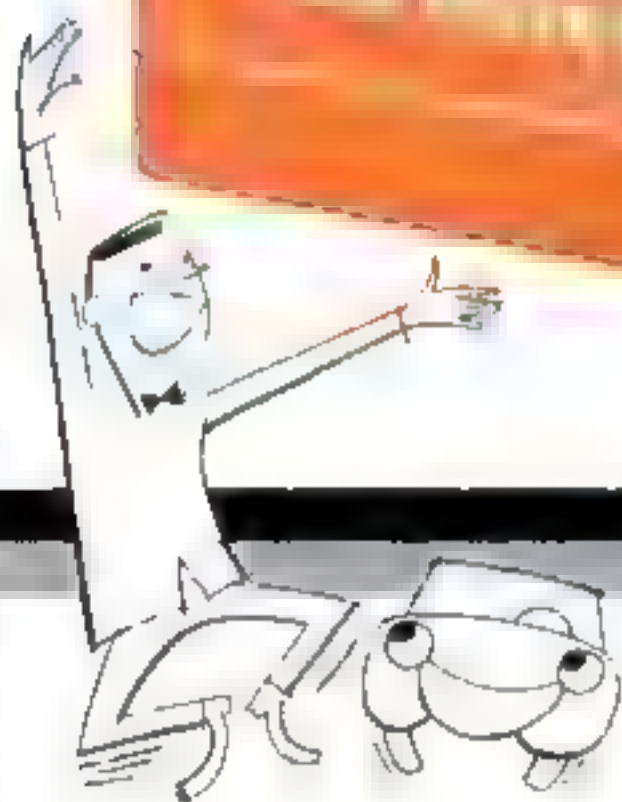
**SPECIAL
ONE-MONTH
OFFER!**



6-VOLT SIZE **ONLY \$2995**



12-VOLT SIZE **ONLY \$3695**



FREE REPLACEMENT

If it fails, as long as you keep the car for which you buy it.

Never before in Willard history, a battery guarantee like this one! And it's offered only because Willard Super Master Batteries invariably outlast their regular 48-month guarantee. Frankly, our engineers want to find out just how long Super Masters will last in all kinds of driving, nationwide, in passenger car service. That's why—during October only—you can buy the most dependable battery ever built . . . backed by the strongest guarantee ever offered . . . at no increase in price!



MONEY BACK REWARD

If your Willard Super Master is one of those called in for laboratory inspection by Willard Engineers, your purchase price will be refunded—and in addition you will also get a new Willard Super Master FREE.

OFFER EXPIRES OCTOBER 31, 1958

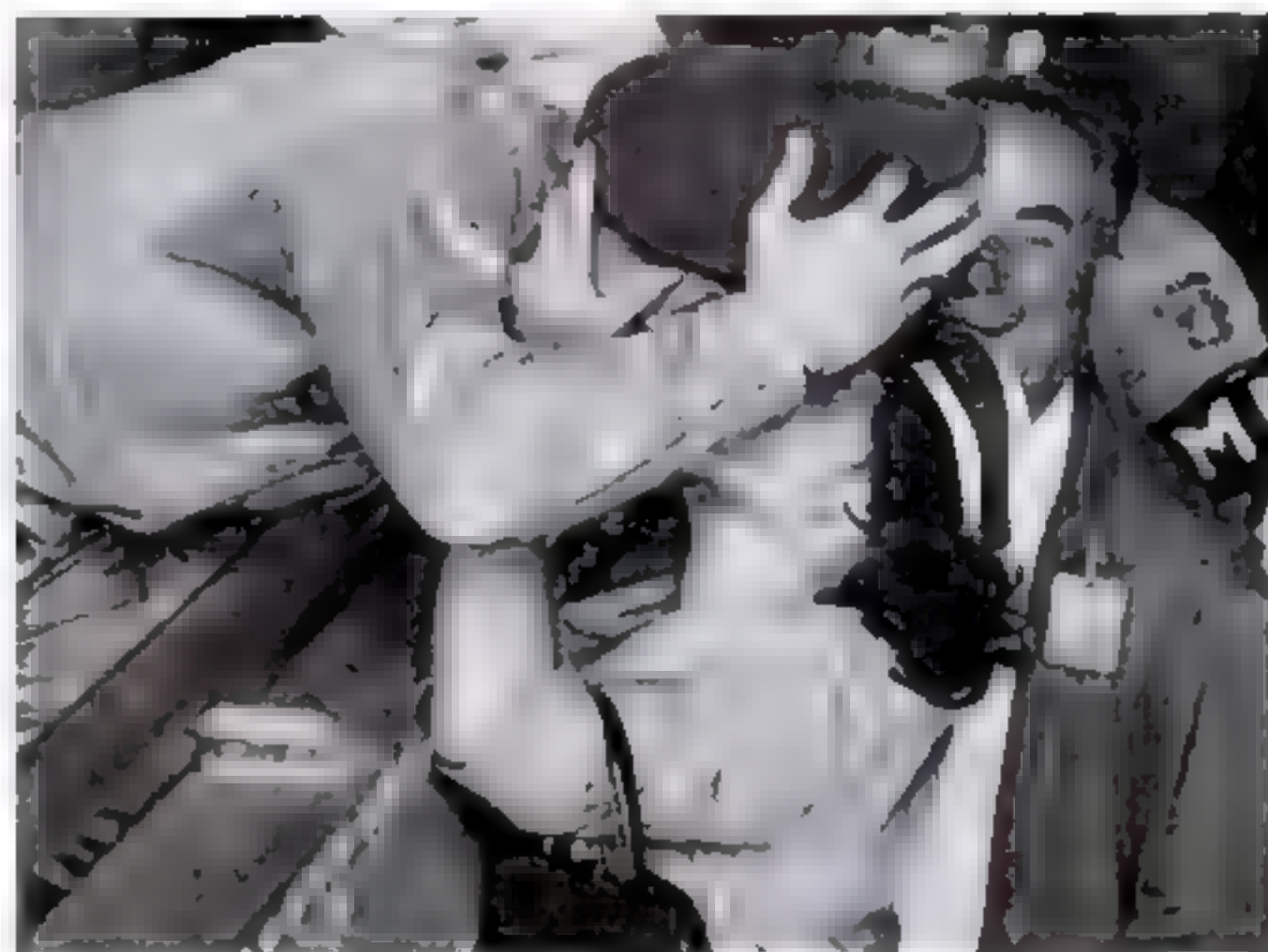
**See your nearby Willard Dealer
NOW... or write**

Willard Storage Battery Division • Cleveland 1, Ohio

FAREWELL FOR ELVIS CONTINUED



UNTYING PHOTOGRAPHS. Elvis gives pictures to children who are shipmates on transport. Their families belong to military personnel now in Europe.



KISSING FAREWELL to brass admirer, Lillian Portnoy, Elvis goes up the gangplank. The lenient MPs let a few of the insistent fans through the lines.



WAVING SOLEMNLY, Elvis looks genuinely moved as ship pulls out and band plays Presley hit *Don't Be Cruel*. He is wearing marksmanship medals.



How do we get the creamy caramel
inside the thick milk chocolate?



Marselles.

Creamy caramel by the chocolate cup-full:



Marselles ... new bite size chocolates

First, we take chocolate rich and rare. We make it thick as a little cup, to hold the golden caramel.

Then all we do is pour more of that rare chocolate over the top. Last thing, we engrave our name, MARS, on the top of each, to remind you before each bite how good it's going to be. Only 10c a roll.

made in Candyland by 



TWO-STORY BOX HOUSE TURNS INWARD ON PRIVATE GARDEN WITH INSIDE WINDOWS OPENING TO IT FROM BOTH UPSTAIRS AND DOWNSTAIRS LIVING AREAS

PART IV
MORE LIVABLE HOMES

MORE SPACE UPSTAIRS AND DOWN

Two houses designed for LIFE gain comfort, save money with more floors



ITS 32-FOOT ELL FOR CAR STORAGE, WORK AND PLAY AREA SERVES AS SCREEN FOR BACKYARD. LAWN IS DROPPED BELOW A RAISED SITTING WALL AND POOL

For the past decade nearly nine out of ten of the new houses built in the U.S. have been flat as flounders. The one-story house is an economical building method for small homes but, with rapidly rising land prices, it is no longer the most practical way to build a larger house. To get the larger houses that make families more comfortable and happy, the U.S. must now turn to a former favorite: the house of two or more stories.

For years the multiple-story house has been standard in most of the U.S. It was cheaper to build, keep up and heat. It gave more room and privacy for the money. Two modern multiple-story houses are shown in this article, the last

of LIFE's four-part series on the U.S. need for more livable homes. They combine the traditional comforts and advantages of the old multiple-story house with a modern look and layout. The first house, a two-story box shown in paintings above and on the following pages, is by Midwest Architect Harry Weese. The second is a split-level house (*following pages*) designed by the dean of M.I.T.'s School of Architecture and Planning, Pietro Belluschi.

Shown from its private backyard, Weese's two-story box house above has a homey, familiar shape. Every square inch of it is put to use. Downstairs are four sizable living areas. Upstairs are four bedrooms. All have windows

onto the private backyard. To give still more privacy to the yard, a long shed makes a wall at one side. This shed serves as a garage and at the left end has a workroom and play area.

The simple box shape makes it possible for the house to have 2,200 square feet of living space on a small plot (70x90) and a private outdoor living yard too. With savings on foundation, walls, roofs, a builder could sell the house and plot for \$25,000—10% to 20% less than a one-story house of the same size on its necessarily larger lot would cost. "And," says Architect Weese, "a box need not be ungraceful." To give his house "a happy grin"—his words—he curled the roof up at the edges.



SEATS RUNNING LENGTH OF WINDOWS PROVIDE SEATING SPACE FOR PARTIES, HAVE STORAGE BELOW BAY WINDOW FOR DINING HAS OLD-FASHIONED CHARM

AND AMPLE

vertical board fireplace wall has space for bookshelves facing both living room and study. For logs and for a TV set on the study side. The compact kitchen has a broom closet, special shelves for canned goods. Beyond the kitchen work counters by the window is a small space or "tot spot" where the baby can play or be fed without getting under foot. From the kitchen window an eye can be kept on children playing in the backyard. The front door can be reached from the kitchen without going through the living room. Bathroom arrangement in the house is especially convenient. Downstairs is a lavatory. Upstairs are two lavatories with separate entrances. Both connect with a bathing room that has tub and shower.

Though most windows face the backyard, there is one window downstairs and one upstairs for people-watching, a soothing pastime



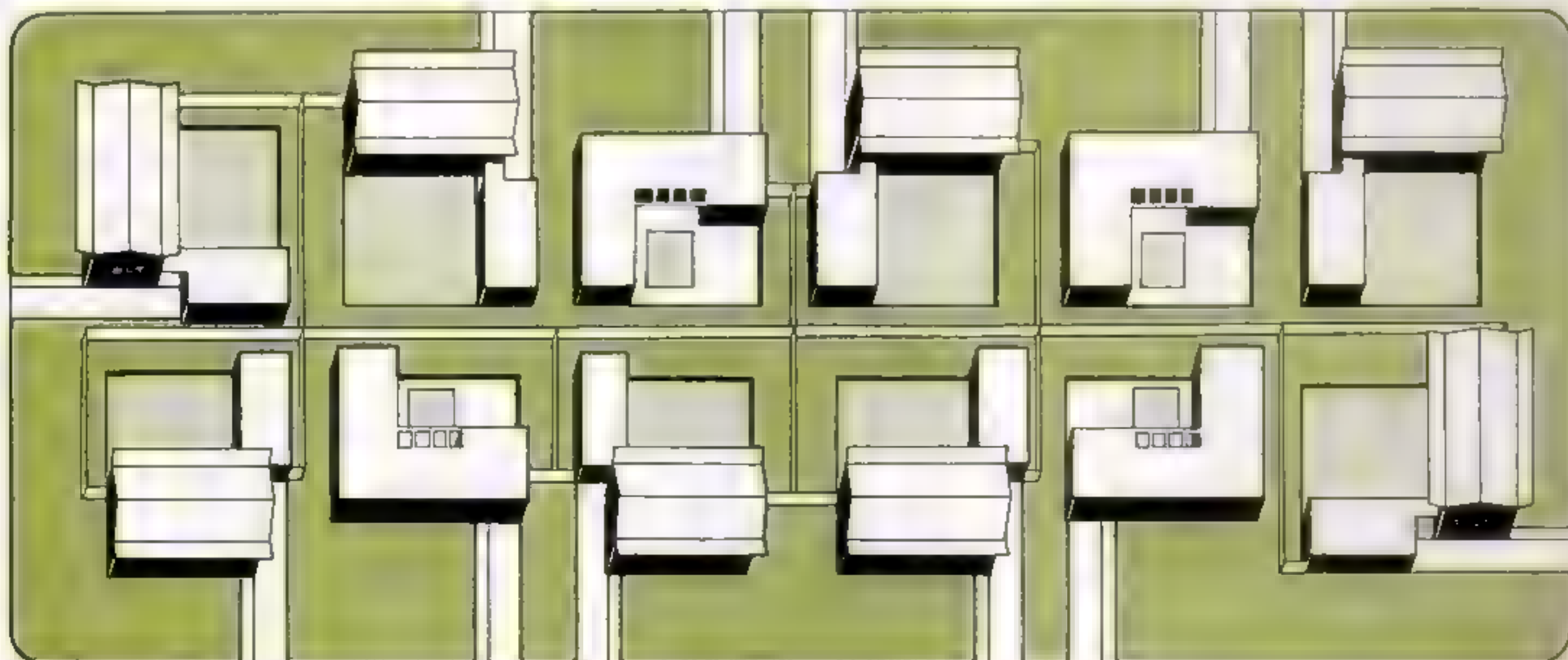
WIDE HALL upstairs has a window seat and bay window with a view in three directions, out among the trees, up and down the street. Hall makes extra

play space for children. Open door gives glimpse of one child's bedroom and of accordion wall that can be folded back to open to another child's bedroom.



LOW LOOK of Weese two-story house has been increased by sinking the whole house and garden a foot and a half into the ground. Once vines begin to cover it, stereo needs no painting. Part of the panel beside front door opens as a package receiver. Glazed-in garage doors (right) let extra wall of light into the finished

LAND PLAN (bottom) shows that Weese's two-story box house will be set on lots used to conventional use of lots, permitting a full lawn to grow. The houses are set back from street enough to give front a green frame in the distance. Four flat-roofed single-story boxes are built along right two corners of lots.



'A TWO-STORY BOX FOR LONG LIFE'

Harry Weese, 43, M.I.T. graduate, winner of a postgraduate fellowship in city planning under Eliel Saarinen, tells what he thinks makes a house livable.

A HOUSE should be built for permanence with durable materials and the best possible craftsmanship. When a car is worn out it can be driven to the junk yard and ditched. A house stays put. It cannot be thrown away. If it is poorly built and goes quickly to pieces, there it sits rotting in the public view. A house should be so well constructed and designed that it can age gracefully, mellow with the years, gain in dignity with the growth of the trees and shrubbery around it. Nowadays, when so many U.S. families are on the move and few remain, as our grandparents did, in one house for life, it seems to me especially important for the houses they inhabit to have a feeling of permanence and solidity to make even the rootless feel rooted.

The form of a house, I believe, should be classic. Living in a cocoon or honeycomb or folded handkerchief can, I suppose, be a claim to some kind of fame, but the average family will surely be more comfortable and more at home in a more traditional house. Though the LIFE house (preceding pages) cannot be pinned down as a 1958 model, it is both functional and modern. It is designed and built to have a long life.

Permanence means real value. Take the exterior, for example. For a permanent wall we revive stucco, a marvelous plastic material much favored by the Romans and other solid builders through the ages but lately fallen from grace. We wrap the exterior of the house in this textured sheath and grow vines on it. Above the stucco of our anti-rain house we show the wood ribs of the roof overhang. The front facade is clear and simple, with only an entrance door and big window. Inside we provide a simple neutral background for the decor of the owners, illustrated in this case by a folksy mixture of old and new furnishings. Both garden and exterior respond to the touch of the owners and the way they feel about life. Privacy allows them to live as they like behind a leafy screen of street trees without intruding themselves on their neighbors.

As to the interior, each child should have a room of his own, no matter how small. Father should be able to retreat to a sanctum where children are barred on occasion. So should mother. This house fulfills these requirements in livability. A home should also allow space to follow hobbies and projects out from under everyday traffic. Attics and basements used to be wonderful hideaways. Here we substitute an extension of the garage to be used for all sorts of projects.

The house itself is only part of the story. Intended to be mass-produced, it should be used in a well-planned community with some single-story houses to give varying heights and interest from the street as the land plan (opposite page) shows. The community would provide small parks with benches and sandboxes within a block of every house. For older children there would be a corner playground with swings and room for games. Bicycle roads would lead to the school. These communal extras are made possible through careful planning and the use of two-story houses to save land for parks—a point made by Edward Stone in designing the two-story row house earlier in this series (LIFE, Sept. 10).

Tomorrow's buyer will have to want a quality house in a real community and will have to know it when he sees it—if the shape of things is to change for the better. And I think it will change, for the American public's good sense and good instincts should not be underestimated.



ARCHITECT WEESE, designer of the two-story box house on preceding pages, stands in front of his own two-story summerhouse in Barrington, Ill. House has an old-fashioned pitched roof with a lower roof suspended between halves. This makes sentimental attic-like bedrooms which the Weese children love.

PLAN OF HOUSE shows garage at right; first floor below right, second floor below left. Amount of storage space is extraordinary: five storage closets line wall of studio-garage. One opens to the outdoors for tools, furniture. Upstairs is a 5'x6' trunk room. At right side of the kitchen, just off main entry, there is a parking spot for young children which makes it easy for the housewife to feed and supervise the baby while doing her chores.



FOUR-LEVEL HOME FOR A HILLY SITE

No other house in the U.S. has had such a sudden rush to popularity as the split level. Introduced by a few mass builders ten years ago, it won immediate approval and for the past three years has been the style most in demand in many parts of the country. But the split level has been widely abused. Intended for hills, it has often been put up on flat land by builders who wanted to cash in on its appeal. As one critic remarked, "A split level without a hill is a monstrosity—a one-story ranch house and a two-story Cape Codder locked in mortal combat with the chief loser the owner."

A good split-level house is difficult to design and complicated to construct. But it costs less per square foot of livable space than a comparable ranch house. For hilly sites it has had great advantages for centuries, from the seven hills of Rome to Beacon Hill in Boston.

The split-level house shown opposite and on following pages was designed for Lark by Pietro Belluschi, and built on a hill in Palo Alto by Joseph L. Eichler. This prototype model costs more but if built in quantity the price would be \$30,000. The house has all of the classic advantages of a split level plus a lively, original plan. Climbing up a hill, it has four separate levels, each one solidly in contact with the ground. Says Belluschi, "One must take the land a house is to be built on as the theme for the house. The plan of the Palo Alto split level is really a simple form, a rectangle with prow- or V-shaped ends all under one simple roof, which gives the occupants a feeling of being happily sheltered and secure."

Special things that Architect Belluschi points out about his house are "the spacious feeling inside, the diversion given by varied levels and the openness of the rooms to the spectacular view." Adds Belluschi, "We have shown proper respect for the natural features of the site. Not only does the house follow the contours of the hill but trees, rocks, slope and view are essential qualities of the house and its landscaped plot."

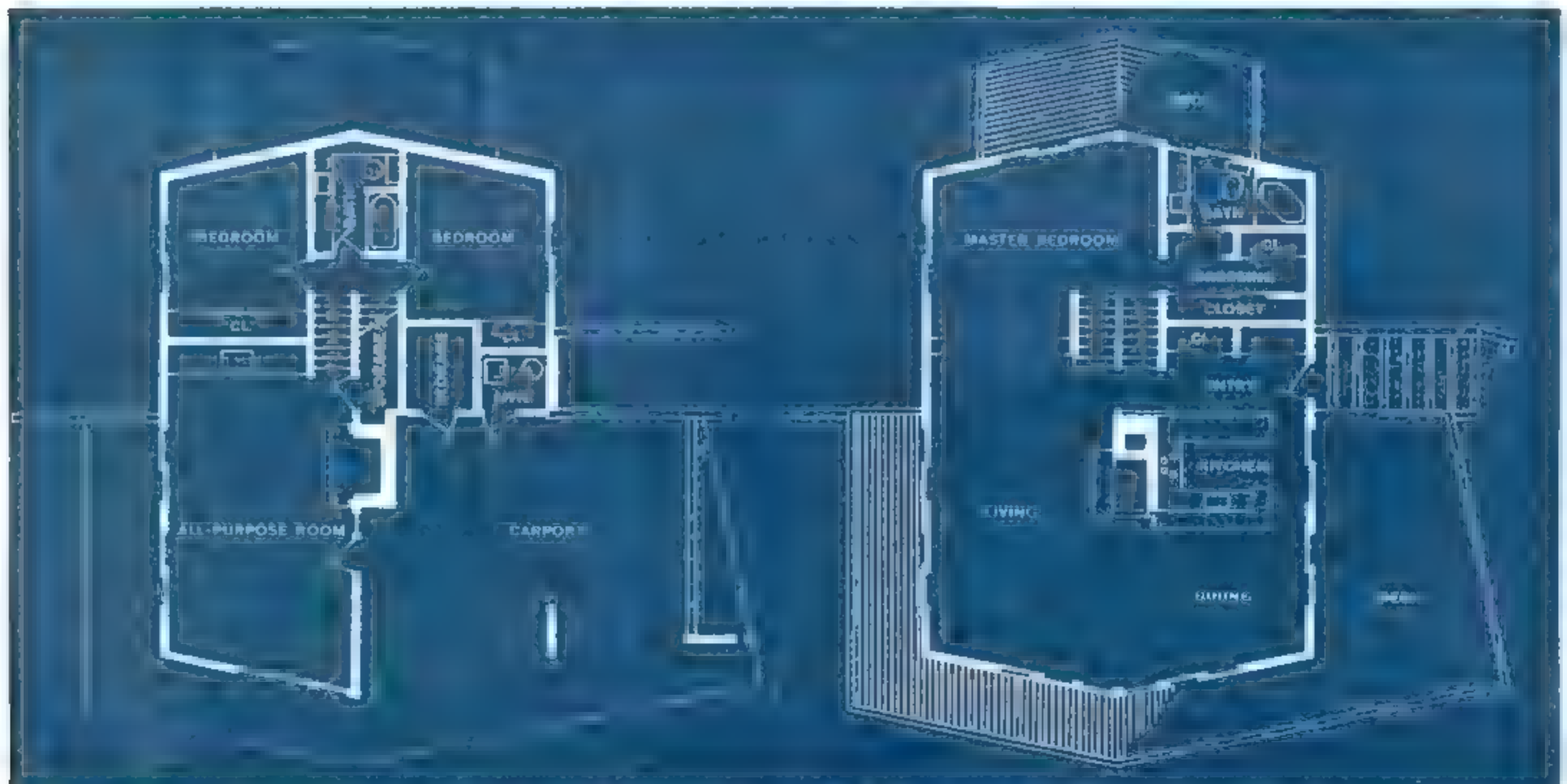
"A modern house," the architect concludes, "must provide all the material comforts that American people have a right to demand but these need not conflict with the emotional fulfillment that every man expects in a home. These emotional qualities are the hardest to appraise and the hardest to achieve, but one knows instinctively when they are present."



BUILDER J. L. EICHLER



SPLIT LEVEL was designed by Architect Pietro Belluschi who is shown in his office in Cambridge, Mass., before drawings of Grand Central Terminal. He is a consultant architect for the new \$90 million Grand Central City office building.



TWO LOWER LEVELS of house are shown here. At front is first level which consists of carport, all-purpose room, storage room, utility room, nine-foot-long storage closet under stairs. Second level at back has children's bedroom and bath.

TWO UPPER LEVELS are shown here. Third level in foreground consists of main living areas: entry, living, dining areas, kitchen and main deck. At the back is the fourth level, the master bedroom, dressing room, bath and upper deck.



FAN-SHAPED FRONT WALK leads up from carport level to front door. The fan-shaped steps—formed by heavy wooden cross-ties packed with gravel—rise gently as if by magic. A pine tree often required in split-level houses. Big porch widens

at left of the front door, extends most of the way around the house. It can be reached through sliding glass doors from every room on main level. Interior of house can also be reached from the carport level through an inside stairway.

CONTINUED



BATH IS LIGHTED THROUGH TALL END WINDOWS

A PLEASANT OPEN HOME

Because of their wide eaves, sloping roofs and countrified exterior, Belluschi's houses have often been called "beautiful barns." The designer likes the name. "Barns are not pompous," he says. "They fit the natural landscape."

For a family, the main pleasures of Belluschi's newest barn are its living comforts and agreeably lofty look inside. The house shown here has 2,400 square feet of floor space—half again as much as the average ranch house. The children's bedrooms are on a separate level from their parents'. The playroom on the basement level is far from living areas but, because of the hillside construction, gets full daylight on one side. Most important, Belluschi's barn combines many-level living with the simple, clean and spacious look of an artist's studio.

PARENTS' PORCH off master bedroom (below) gives the grownups private sun deck and exit. Flush with hillside on one end, porch has fine view from corner. The steps lead to a hexagonal gravel and concrete terrace.

PARENTS' BEDROOM is on level up from main living area. It is hidden from the rest of the house by a door (center) and has its own dressing room and bath. By opening on to the living room, bedroom gets a feeling of space at small loss in privacy. Here intercom phone is used to talk to the other levels.





END-TO-END VIEW of house shows off its length and breadth from living room (foreground) to master bedroom (at rear). Fireplace has raised hearth, is set in concrete island (center) which supports extra floor for downstairs playroom

fireplace but does not cut off wall-to-wall vision. At right of island is kitchen unit. Loftlike ceiling is 16 feet high at apex. Beams set in V-shaped patterns give ceiling more interesting structure than standard beams are just as strong

CONTINUED



COMPACT KITCHEN with high service counter to protect sink and work counter from view is set in service island on main living level. Dining space

beyond is one corner of big living area, gets daylight and pleasant view through 16-foot high windows. Beyond the windows, sun deck encircles the house.



← **LOW-LEVEL PLAYROOM** is entered from carport (right), has stairs (at rear) up to bedrooms. Big and sunny—it has own fireplace, snackbar and laundry.



JAUNTY SHAPE of house is shown in view from the front at ground level. Rakis' line is accentuated by prow-shaped point on both the roof overhang and the porch. House hugs the hillside at rear but has high view out over surrounding

countryside in front. Ground level holds port for two cars and playroom (at left beyond wall). Special plantings of birch, evergreen and western fern were used to help the house blend in with the trees and shrubs already on the hillside.

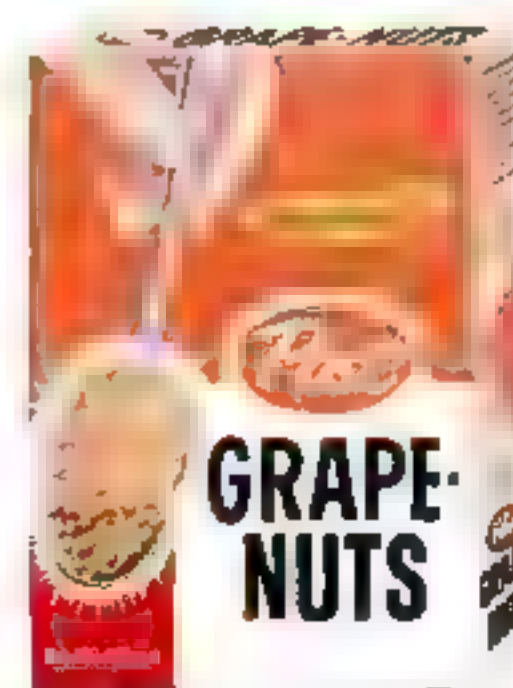
"Any protein cereal helps keep that model figure
...as long as it's
Post Grape-Nuts"



When you dream over the new fashions at breakfast, remember Grape-Nuts. They give you thirty per cent more protein per spoonful than any other cereal. And they're so delicious—so nut-like. Have them!



"ALL POST CEREALS HAPPEN TO BE
JUST A LITTLE BIT BETTER"



The Breakfast Foods of General Foods

THEATER

Young Star Rises as Suzie Wong

Opening on Broadway in two weeks, *The World of Suzie Wong* has had one of the biggest advance ticket sales (\$750,000) of any straight play in U.S. theater history. Suzie could hardly fail to attract attention; her tender but racy story was already well known from 1957's best-selling novel by Richard Mason. But a good part of Broadway's interest stems also from reports that 19-year-old France Nuyen (see cover), who made her film debut in *South Pacific* and has never acted on the stage before, is a knock-out as Suzie. The play, written by Paul Osborn, has been a sellout during its pre-Broadway tryouts.

Acting the Hong Kong orphan who took up prostitution, France Nuyen knows how to sweeten a cup of bitter Chinese tea. She is touchingly childlike, impish and fatalistic about her profession. Director Joshua Logan has found another proficient young actor, William Shatner, to act Suzie's only serious lover who wonders if a bad girl can make a good wife. *Suzie* is full-blooded, old-fashioned theater that is tailored with taste to make sure-fire entertainment.



WITH MASKLIKE BEAUTY, youthful France Nuyen portrays Suzie Wong in one of her pensive

moods. By her bearing, she gives Suzie—for all her childlike exuberance—a real sense of dignity.

ON HER WAY TO WORK, SUZIE WONG IN A RICKSHA (CENTER) ROLLS THROUGH SPECTACULAR HONG KONG STREET, DESIGNED FOR BROADWAY BY JO MIELZINER



CONTINUED

Copyrighted material



"UNDERWEAR—ALL REAL NYLON?" says Suzie proudly, boasting of the young artist for whom she poses. With the excitement of a school girl, Suzie

brings her pals into his bedroom and pulls some of his belongings out of his bare-to-drawer to prove that she has made friends with a big success man.



HUGGING BABY'S PORTRAIT. Suzie beams at the artist (William Shatner) who painted it. He is in love with Suzie but firmly refuses to accept her favors.

MOURNING HER BABY, crushed in collapsing house. Suzie and the artist perform Chinese funeral ritual. Learn a letter to help end in the next world.



NOW! WITH OVER
400,000 FILTER TRAPS...



New Hit Parade has America's best filter!

GIVES YOU UP TO 43% HIGHER FILTRATION!

One independent laboratory after another confirms that Hit Parade with its radically new filter filters *best of all leading filter cigarettes*. For example, a recent report by Froehling & Robertson, Inc., dated June 20, 1958, proves conclusively that *Hit Parade gives up to 43% higher filtration than the nine other leading filter cigarettes*.

...and the best taste, too!

Your first puff tells you the flavor is all there—the *full flavor of fine tobacco*—the kind The American Tobacco Company is famous for. Buy a carton of Hit Parade today. You're entitled to the best!

©A.T.C. Product of *The American Tobacco Company*—“Tobacco is our middle name”

WHAT DO DOCTORS DO to relieve TENSE NERVOUS HEADACHES?

3 out of 4 recommend the ingredients
of ANACIN® for headache pain.

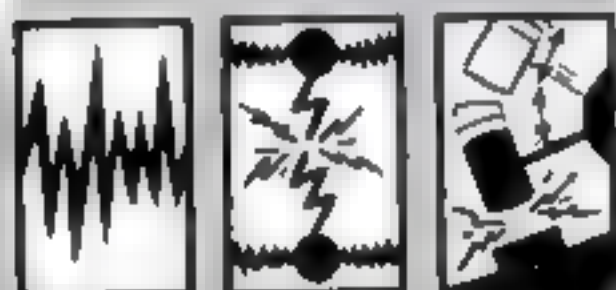
BETTER THAN ASPIRIN...
EVEN WITH BUFFERING ADDED



When pain
strikes...

Doctors know aspirin contains
only one pain-reliever...

Add buffering and
you still have only one



Relieves Pain Calms Nerves Fights Depression

ANACIN

ACTS ALL
3 WAYS

ANACIN relieves pain, calms nerves, fights depression.
Leaves you comfortably **RELAXED**

Anacin gives a better TOTAL effect—more complete pain-relief than aspirin or any buffered aspirin. Here's the simple reason. Anacin is like a doctor's prescription. That is, Anacin contains *not* just one but a combination of medically proven ingredients. Anacin (1) promptly relieves pain of headache, neuritis, neuralgia. (2) calms jittery nerves, leaves you relaxed. (3) fights depression. And Anacin Tablets are *safe*, do not upset your stomach. Buy Anacin today!

FOR
**FAST
FAST
FAST**
RELIEF



SUZIE WONG CONTINUED

MOODY ACTRESS'S STORY: 'I AM A STONE . . .'

On the threshold of becoming a Broadway star, France Nuyen last week showed her odd mixture of childlike sensitivity and hardheaded stoicism in a conversation which turned out to be largely a moody monologue:

"I was born in Marseilles. My father is Chinese. He is a sailor. I do not know what he does on the sea. My mother is French, but I think she has Moorish blood in her. After the last war my father became an American citizen and we came here to see him a year and a half ago. My mother wanted me to become an American citizen. I became a salesman in a New York bakery. It had to be a French bakery because I could speak no English. I was very satisfied.

"Then I took classes in the Conover school to try to be a model. But I never got a job afterward because I was always too small. Mrs. Conover took pictures of me, and sent one to 20th Century-Fox when she heard they were looking for a girl to play Liat in *South Pacific*. I never knew it. I didn't want to be in the movies. Then I met Mr. Logan, who was directing the movie, and a lot of studio executives saw me too. I could talk only to Mr. Logan because he spoke French. I signed a contract for seven years—it was the only way I could get the part. I needed the money to send my mother back to France, but she's still here and now I'm stuck here. Sometimes I want to go back to France and get the hell out of America.

"But I'm feeling better now, even though I miss France. I hear a French song on the radio and I want to cry. After we made *South Pacific*, I stayed out in Hollywood. I spent all the time in my room. The studio did not make me do anything like dates; they did not try because they knew I would blow up. Nobody can make me do anything I do not want to do. I did painting, writing and drawing and a lot of thinking and I wrote some poems.

"Two months ago I came to New York to play in *Suzie Wong*. Suzie, I am in love with her. She is so beautiful. I wouldn't play her unless she was beautiful. I have never taken acting lessons. I just do what I feel. Mr. Logan does not like us to get emotional when we do our lines. Only he can get emotional. But everybody gets emotional some time. If it's not him, then it's me. When we rehearsed till 4 in the morning, I got so tense I started to cry. Bill Shatner got so nervous I had to massage him for 20 minutes. I learned how to do this in France. Little boy has no tensions. Only big boy has tensions.

"When I came back from Hawaii I weighed 125 pounds. I was fat and happy. Now I am 115 pounds, but I used to be 95. I'm always hungry. They only let me eat meat and I am full of vitamin shots. Everybody's watching my weight—Mrs. Logan, my dresser, the press agent. Lots of people take me under their protection."

France winds up speaking of the future: "I am Chinese. I do not want to think about tomorrow. I am a stone. I go where I am kicked."



IN HER DRESSING ROOM during Boston tryout, France darkens her eyebrows. She uses heavy make-up to emphasize the Oriental cast of her face.



A WHOLE NEW WORLD OF COOKING OPENS...

WITH A GENERAL ELECTRIC AUTOMATIC SAUCEPAN...AND THERE'S NO CONSTANT WATCHING...NO GUESSWORK!

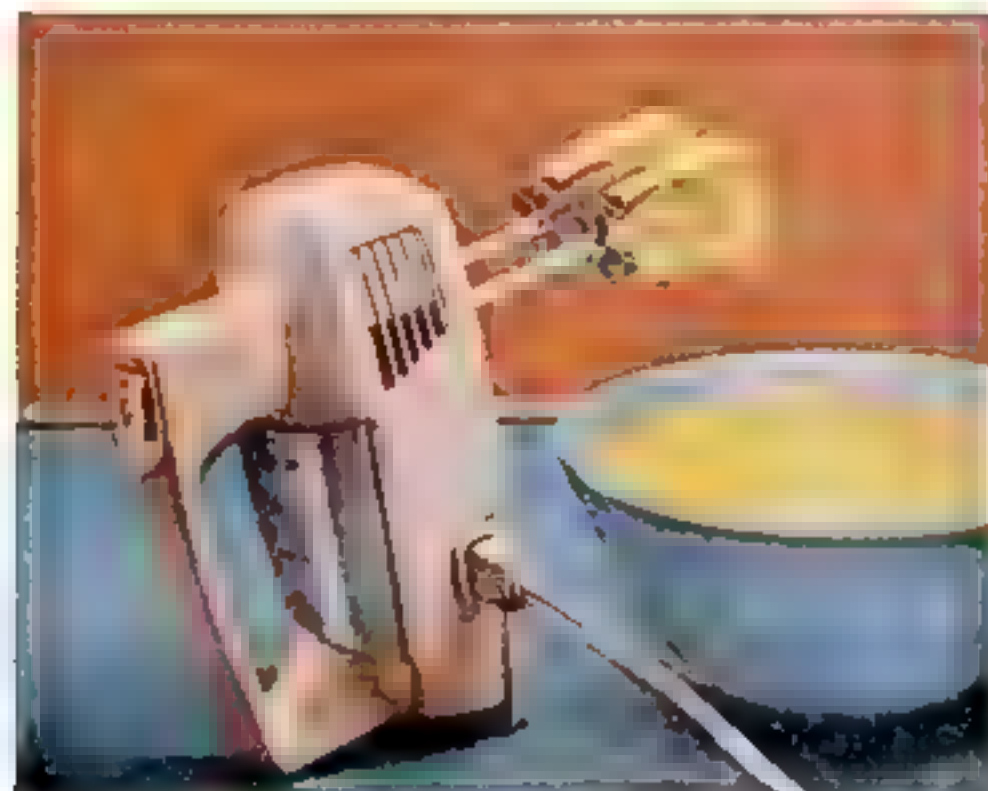
Treat your family to exciting new foods . . . dishes like Lobster Newburg . . . Golden Brown Butterfly Shrimp . . . Cherries Jubilee . . . Brunswick Stew . . . Glazed Apples . . . Asparagus Hollandaise.

You can make them *automatically* with a General Electric Automatic Saucepan. Just set the control for the proper heat . . . and the saucepan takes over from there.

Better for cooking *everyday* foods, too, because you can dial the exact degree of heat that brings flavor to its *very peak*. Get a General Electric Automatic Saucepan and see for yourself.

Remember, the automatic control also fits the General Electric Skillet . . . save up to 25% when you decide to buy a skillet. General Electric Company, Portable Appliance Dept., Bridgeport 2, Conn.

There's always a **PLUS** In General Electric!



Does any mixing job!

PLUS weighs less than 3 pounds!

General Electric Portable Mixer is powerful enough for the heaviest cake batters—gentle enough for the most delicate sauces. Has convenient heel rest; easy-to-use beater ejector; removable cord.



Makes all frying easier!

PLUS completely immersible!

General Electric Automatic Skillet watches itself! Silicone thermostat maintains just-right heat for each food . . . no smoking, no burning. Wonderful for frying, casseroles, even baking!



It's a rotisserie!

PLUS it's a second oven, too!

New General Electric Rotisserie Oven gives you the baking accuracy of a fine range oven. Rotisserie, roasts, broils and bakes like a *second oven*. New tilt-top design for easy access, easy cleaning.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Trunk, '58 Chrysler, cleaned *and* waxed



VISTA TIME: 7 minutes

DURATION: up to 6 months



Simoniz makes it as only Simoniz can—VISTA, for tough real paste wax beauty and protection. VISTA is real paste wax with cleaner in it—*turbo-whipped* so it spreads smoothly, dries and wipes off quickly. One easy application cleans, shines and protects your car for months . . . *try it.*

SIMONIZ MAKES IT



SWEDISH BERMUDA SHORTS in blue wool are worn by Marie-Louise Nyam, 19, a popular Swedish model. She leans against a farm horse in a meadow

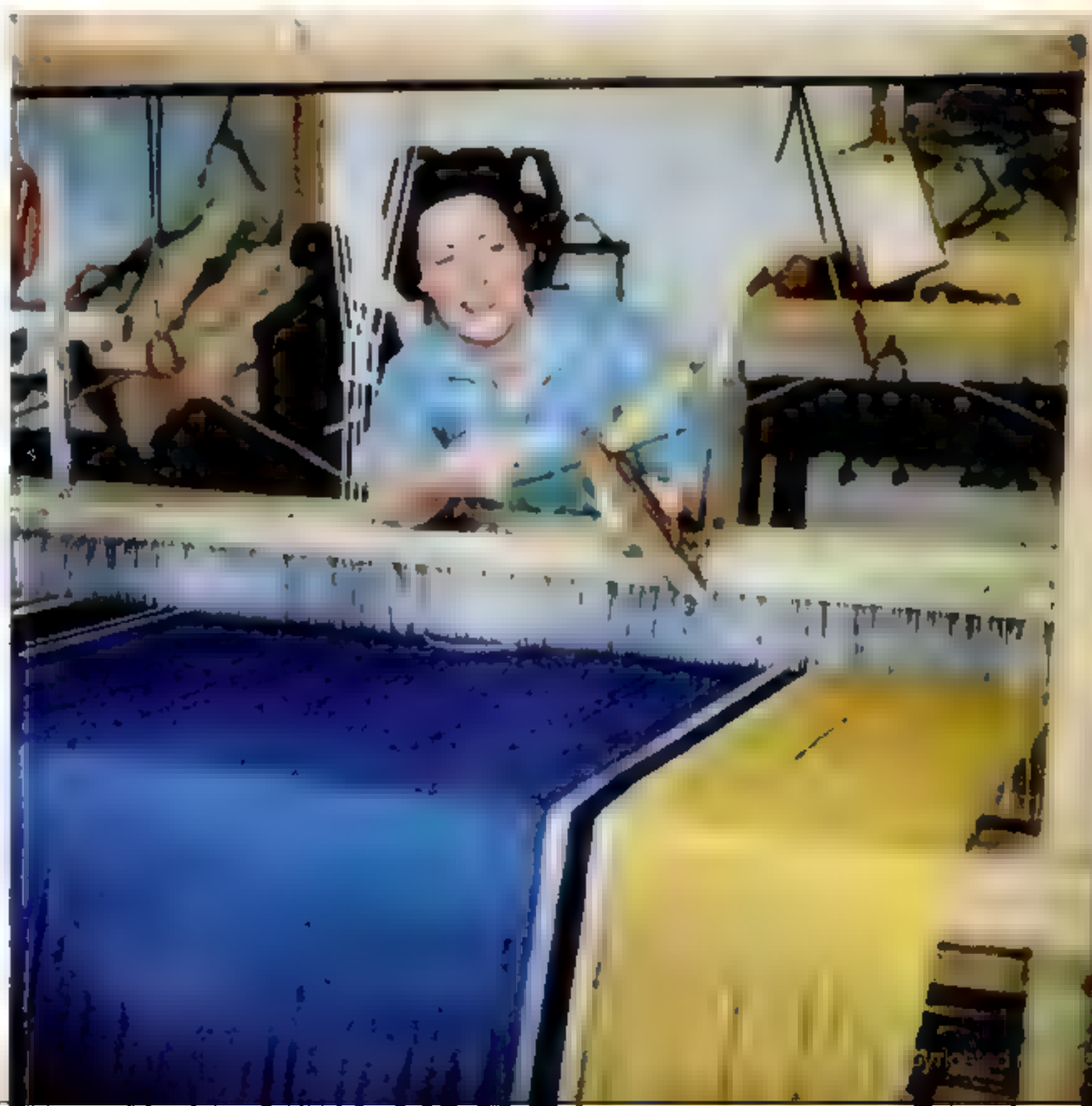
near Countess von Eckermann's estate. Behind her is a field of rape, a forage crop common in Sweden. Available at Marshall Field in Chicago. The shorts cost \$15

Swedish Countess, A Stylish Weaver

Sweden has long been known for its beautiful women, but its reputation for clothes has been popularly based on a predilection for wearing none at all. Now a handsome countess who lives in a village south of Stockholm may change all that. In an old studio on her husband's 6,000-acre estate at Ripsa, Ebba von Eckermann weaves fabrics in rich colors and dramatic patterns and makes them up into fashions that sell all over the U.S. and in Dior's Paris boutique.

Taught to weave as a child, the countess went into business after she married and moved to the country. Employing the village women to help her, she began turning out lap robes in 1950. Then she added skirts and this year branched out into sports clothes. She sells almost one third of her output to the U.S. and is currently on tour here with her latest collection. When she travels, she takes along her specially made loom to demonstrate her weaving. But she has to leave behind in Sweden the crop of local beauties, shown here, who set off her clothes so well.

COUNTRESS AT LOOM weaves fabric for lap robes with which she began her business. Skirts are her biggest item today. Her organization makes 4,500 a year.



CONTINUED



NOW!

Give your skin this soft, smooth, radiantly young look!

BEAUTY ICE* is the one-and-only product that keeps moisture in your skin *and* tightens pores!

How does sparkling-bright Beauty Ice make a radiant *difference* in your complexion? It contains *two* newly-developed cosmetic ingredients, plus especially refined lanolin and humectants, to *beautify* as never before! *No* beauty product you've ever known can soften and smooth, tone skin and tighten pores all at the same time. Beauty Ice *can*!

Not a liquid, not a cream, but a shimmering, blue-green "solid moisture". Use as an *invisible facial* every morning, under makeup—it works all day to freshen your face; every night, after cleansing—it disappears *into* your skin, leaves no trace on a pillow-case! You'll love it. *It's like bathing your face in champagne!* 1.50 per oz.

AT LEAD 100 DEPARTMENT AND DRUG STORES

DESERT FLOWER
beauty ice
by SHULTON

*TRADEMARK



THE ONLY MOISTURIZER THAT TIGHTENS PORES!

STYLISH WEAVER CONTINUED



STRIPED SKIRT of alternating bands of orange, green and white on black background is worn by the current Miss Sweden, 19-year-old Britt Gardman. She stands in front of Ripea's village church, parts of which were built in the 12th Century. This skirt costs \$45 at Bloomingdale's in New York City.



PLAID DRESS of blue and black wool in an easy-fitting silhouette can be worn either loose or belted high. Here it is shown on Nena von Schlebrügge, 17, in the small salon in the main house on the von Eckermanns' estate. This dress is for sale in the U.S. at Frederick & Nelson in Seattle for \$50.



New wall hanging using **DIRECTOIRE** . . . an exciting Fiberglas no-iron fabric of classic design and color, adding distinction to a formal entrance hall.



The new elegance . . . a room decorated with **VICTORIAN TOILE** . . . a Fiberglas print with a custom look . . . ready-to-hang, floor length. About \$10.00 per pair.



Magnificent color accent . . . a shower curtain of **FRENCH STRIPE** . . . a new no-iron Fiberglas fabric that's water repellent; in a full range of screen-printed colors. About \$10.00 ready-made.



Michael Greer, president, National Society of Interior Designers, created these rooms using Fiberglas fabrics in the formal manner. Write Fiberglas for Mr. Greer's decorating hints.

NEW RETURN TO ELEGANCE: THE FORMAL LOOK WITH PERFECTLY WASHABLE FIBERGLAS

Coming in . . . a new look of formality in Fiberglas* fabrics with an easy elegance interpreted from true classic patterns. All are perfectly beautiful, perfectly washable, absolutely no-iron. Rehang them damp; they dry wrinkle-free, fresh as new. See Fiberglas fabrics to match *all* of today's top decorating trends . . . in new patterns and textures at fine stores everywhere, or ask your decorator. Owens-Corning Fiberglas Corporation, Dept. 10J-6, 598 Madison Avenue, New York 22, N. Y.

TODAY'S DECORATING TREND IS TO FIBERGLAS



makes the fibers, not the fabrics

®T.M. (Reg. U.S. Pat. Off.) O-C, F Corp.



Make Sausage'n' Beans Country Style your main course for only 23¢ a serving!

Here's an exciting busy-day recipe! Into a single casserole goes a savory combination of sausage, seasonings and Ann Page Beans. Then it's bordered in cornbread batter, baked together, served together . . . a wonderful meal-in-one at just 23¢* a serving!

Ann Page Beans are the heart of this and many other satisfying family favorites. They're prepared for good taste, priced for real economy. Try them in this special recipe . . . you'll love Ann Page Beans!

*Based on A&P prices prevailing at press time.

SAUSAGE 'N' BEANS COUNTRY STYLE

- | | |
|--|-----------------------------------|
| 1 lb. sausage meat | 2 Tbsp. Ann Page Prepared Mustard |
| 1 cup chopped onion | 1 tsp. poultry seasoning |
| 3 1-lb. cans ANN PAGE BEANS, any style | 1 8 oz. pkg. corn muffin mix |
| | ½ cup milk† |
| ½ cup Ann Page Ketchup | 1 egg† |

Cook sausage in skillet, breaking up with a fork as it cooks. Remove sausage, pour off all but about 2 Tbsp. of fat. Sauté onion until tender. Combine ANN PAGE BEANS, ketchup, mustard, poultry seasoning; add sausage and onion, mix well. Spoon into 2 quart casserole. Prepare corn muffin mix according to package directions. With a spoon make a shallow groove around edge of casserole, spoon corn muffin batter into groove. Bake 20 minutes in a 400° F. oven. Garnish with parsley, tomato slices and additional ketchup, as illustrated, if desired. Makes 6-8 servings.

†Usually required in prepared corn muffin mixes.

ANN PAGE *proves* **Fine Foods Needn't Be Expensive**

99th ANNIVERSARY

Ann Page Foods are made in A&P's own Ann Page Food kitchens, sold only at A&P. This eliminates needless in-between expenses and you share the savings.

Among the 33 fine foods in the famous Ann Page Family are such favorites as: Preserves, Prepared Beans, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts & Puddings, Tomato Soup, Ketchup, Spices, Extracts.

THE ULTIMATE WEAPON IN AN ANCIENT WAR

Hormones will kill insect enemies safely by making them grow too fast or too slow or at wrong time

by ALBERT ROSENFELD

THROUGH all the centuries of man's existence on earth, insects have buzzed and darted and crawled around him, chewing up his food and houses and clothes, lacerating his skin and infecting him with dreadful diseases. Man has fought back with all his resources and ingenuity. He has swatted, sprayed, burned, bombed and gassed bugs. But for all his efforts he has never been able to wipe out even one of the more than 10,000 varieties of insects that harass him.

Now at last there is every reason to believe that man will win this ancient war. The promise of victory is based on an entirely new kind of insecticide, one that makes use of the insect's own body chemistry rather than poison.

The poison principle has never been more than intermittently successful. During and just after World War II, the white hope was DDT, a nerve poison that slew bugs at an unprecedented rate. But DDT, it turned out, has two great flaws. First, it is unselective. Conservationists have charged that it is almost as lethal to other wildlife as to insects. One furious group filed suit to prevent aerial DDT spraying, and food processors have occasionally had to reject entire shipments of vegetables because of the poisonous DDT they contained.

DDT's other failing is even more basic: insects have gradually become immune to it. Still deadlier poison insecticides have been developed since DDT, but insects have developed or begun to develop immunity to each of them.

Man's inability to cope with insects has recently begun to look like a major peril. The World Health Organization has issued warnings about the insect menace and the possibility that insect-borne plagues may again threaten the world. It has seemed more and more likely that the boll weevil, the corn borer and the potato leaf hopper will be able to resume their chewing unmolested. Indeed, because insects are relatively resistant to radioactivity, there have been gloomy predictions that once men have wiped out their own kind with nuclear weapons, insects will inherit the earth.

The bright new hope

NOW, amid all this pessimism, has come a bright hope. Scientists have discovered the basis for what seems to be the ultimate insecticide, a product as deadly as DDT but without DDT's shortcomings. It works through the hormones that control an insect's growing processes. The new killer will, in effect, cause bugs to commit suicide by stimulating them to grow too fast or too slow or to emerge at the wrong time of year. It will have great advantages:

- ▶ It will be deadly to insects but harmless to virtually everything else.
- ▶ Insects will not be able to develop immunity to it.
- ▶ It will be possible to use it with remarkable discretion, laying waste the bad bugs but sparing the useful ones.

It is fitting that a weapon benefiting all mankind should have been the product of an



DEADLY FLASK contains 15 milligrams of "juvenile hormone" in an almost pure form, enough

to kill 15 million fruit flies. Hormone was isolated in the abdomen of *Cecropia* moth (at top of flask).

ULTIMATE WEAPON CONTINUED

international effort, involving the work of a dozen scientists on three continents over a 40-year period. And like so many of science's richest discoveries, the new insecticide came not from a determined search for anything practical but as a kind of bonus in the endless quest for pure knowledge.

The story begins in the years before World War I with a Polish scholar named Dr. Stefan Kopec, who set out to learn why insects grow as they do. In mice, men and other mammals, growth is continuous and takes place around a skeleton. Insects, on the other hand, grow inside their skeleton, which is a hard, shell-like skin. When they outgrow one skin, insects discard it and make another one. Each of these changes is called a molt. Between egghood and maturity, most insects molt from five to seven times.

Dr. Kopec, setting out to see what makes insects molt, cast his eye on a moth named *Lymantria dispar*. *Lymantria* starts as an egg, becomes a caterpillar, then molts into a cocoon-wrapped pupa. Out of the pupa comes an adult winged moth bearing little resemblance to any of the stages that have gone before.

After dissecting and analyzing every caterpillar he could find, Dr. Kopec discovered that a critical change in the caterpillar's body chemistry occurred just before it was ready to graduate into pupahood. Suspecting that the brain was involved, Kopec tied a band around the caterpillar's middle to stop circulation. The front end became a pupa, but the rear end—out of contact with the front end—remained a caterpillar. Something in the front end was causing the change.

Dr. Kopec now suspected that the substance was a hormone and that it was being secreted by the brain. A simple operation seemed to confirm his notion. When he removed the caterpillar's brain, it would not molt. When he put the brain back, it molted. It was clear that the brain somehow set the molting process in motion, apparently by secreting a hormone directly into the bloodstream.

Later experiments confirmed Dr. Kopec's findings and opened the way to new discoveries. Dr. Gottfried Fraenkel in Germany found similar hormone activity in blue-bottle maggots. For a while Kopec's work appeared to be contradicted when Dr. Soichi Fukuda, working in Japan with silk moths, offered convincing proof that molting was caused not by a brain hormone but by a hormone secreted in the prothorax—which is the nearest thing an insect has to a chest. The apparent contradiction was explained by Dr. Carroll Williams of Harvard who, in a series of experiments, proved that Kopec and Fukuda were both right: the brain hormone *did* initiate the molting process but it did so by stimulating a pair of glands in the prothorax into secreting a second hormone. It was this second substance that actually made the insect molt. Because the technical word for molting is ecdysis, the new hormone was called ecdysone.

Having found ecdysone, science was on the road to the ultimate insecticide—but nobody knew it. The ultimate weapon was about to be made double-barreled by the discovery of another insect hormone.

A Cambridge University entomologist named Dr. V. B. Wigglesworth was investigating a bloodsucking South American insect called *Rhodnius*, which resembles a bedbug and grows to be an inch long. In the course of his research into the life and times of *Rhodnius*, Dr. Wigglesworth chopped the heads off some very young, or larva-stage, specimens. Instead of dying, they molted into adults that were normal in every respect but one: they were only a fraction of normal adult size.

Confronted with his midget adults, Wigglesworth did some deducing. The ecdysone, the hormone that stimulated the molting process, must have been in the bloodstream before the head was cut off, because the *Rhodnius* did change. But obviously it had made the change before it was ready. There must be a second hormone, Wigglesworth decided, which normally prevents maturing until the insect has reached the proper size. Somehow this unknown hormone had been sidetracked when he cut off the head. Wigglesworth accordingly set out to find the source of the hormone he only presumed existed. He did find it—in a pair of glands just behind the *Rhodnius*' brain. He called it the juvenile hormone because it kept the insect from growing up too fast, from maturing into an undersized adult not equipped to cope with its normal surroundings.

Around the world entomologists followed up Wigglesworth's findings. In France, Dr. Jean Bounhiol devised a fantastically delicate operation for removing from silkworms the tiny glands that produced the juvenile hormone. Glands gone, the tiny worms spun tiny cocoons, molted into tiny pupae and molted again into midget adults. Using Bounhiol's transplant technique, Dr. Fukuda of Japan was able to produce adult silk moths that weighed less than 1/40 their normal weight.

In Germany, Dr. Otto Pflugfelder wondered what too much juvenile hormone would do to an insect. Would it keep an insect from growing up at all? Pflugfelder chose the walking stick for his experiments. He found some in the twiglike larval stage on the verge of molting. Into these larvae he transplanted juvenile hormone glands. As a result they never did complete the molting process. They just became bigger and bigger larvae until they were six times as big as they ever occur in nature. It was like an infant growing to be six feet tall while still retaining all the characteristics of an infant.

Pure research had now unraveled the complex and delicately interlocked process that determines how insects grow. There are three hormones involved. One is Kopec's original brain hormone, which stimulates production of the second hormone, ecdysone. The third is the juvenile hormone, also produced in the brain. Ecdysone triggers the molting process. The juvenile hormone delays the insect from passing into its next stage until it is ready. Tampering with this hormonal harmony could damage the insect fatally, but first the hormones would have to be isolated and analyzed.

The formidable task of isolating ecdysone was undertaken by Germany's Dr. Adolf Butenandt and Dr. Peter Karlson. After considerable searching they were able, in 1953, to get hold of a million silkworm cocoons. The scientists and their indefatigable staff patiently sliced open each of the million cocoons and removed the insects, then in pupa stage. The million cocoons yielded about half a ton of pupae. Crushed under enormous pressure, these yielded 140 gallons of liquid. After performing an interminable series of finicky boil-downs, Butenandt and Karlson came up with .0008 ounce

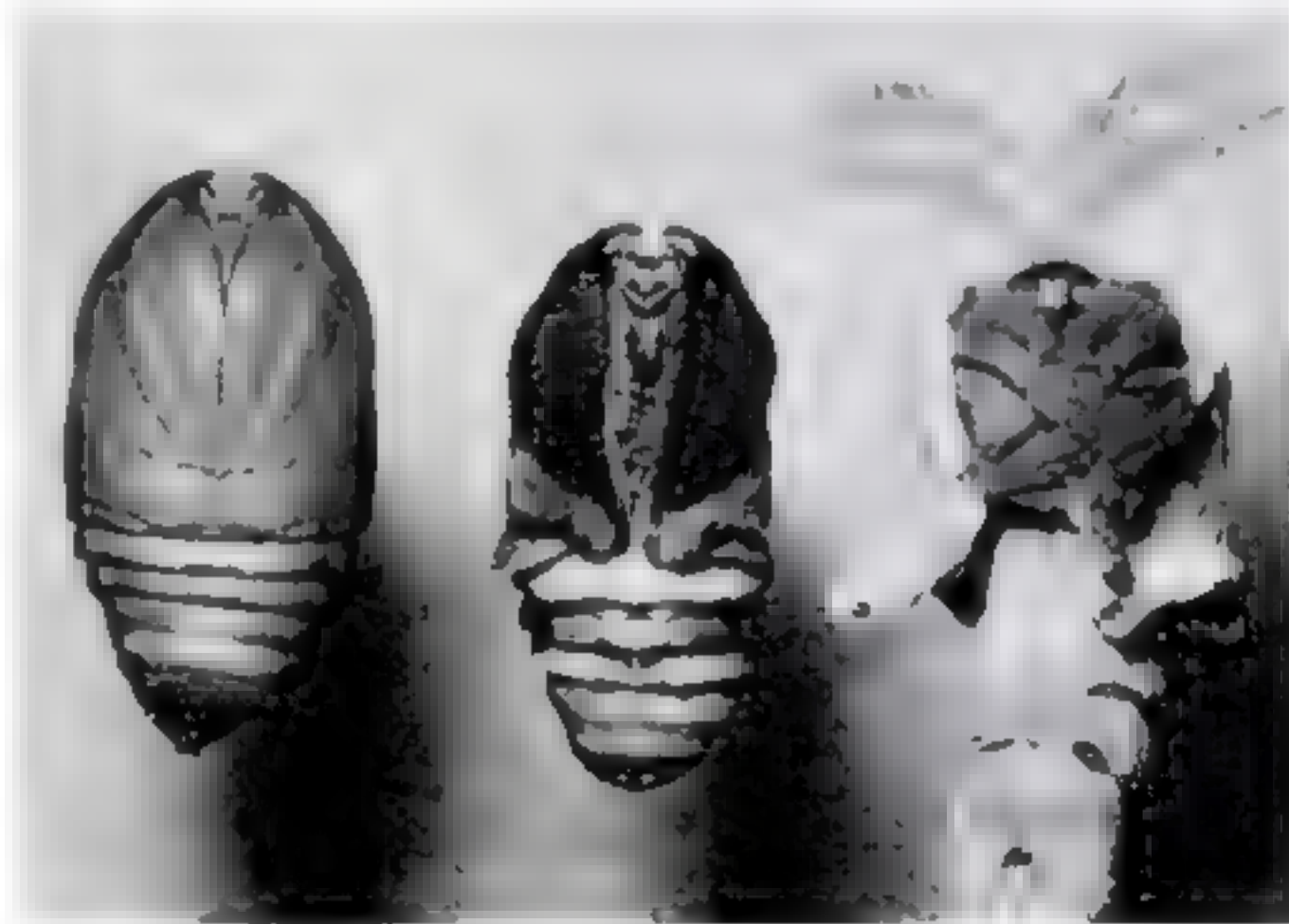
of fine crystals of pure ecdysone—approximately one twenty-millionth of the material they had started with.

Getting the juvenile hormone proved even more difficult. Dr. Wigglesworth, who had first proved its existence, and other researchers worked for some time in vain. Again it was Harvard's Carroll Williams who came up with a solution. By coincidence he hit upon it while visiting Wigglesworth's laboratory in England. At Harvard, Williams had begun experimental attempts to prolong the life span of the adult moth. Continuing the research at Cambridge, he discovered that the moths had a supply of juvenile hormone in their abdomens. No one knew why it was there because the moths, being full grown, presumably had no further need for it. But from moths Williams soon found how to extract an oil that was rich in the hormone.

With relatively pure quantities of both hormones available, Williams made some startling discoveries. He produced many disfigured, fractional insects, all of which died after a brief existence. Even more significantly, the scientists found that ecdysone extracted from moths made flies molt, while juvenile hormone from moths kept bluebottle maggots from maturing. Apparently the hormones from any insect would work on all other insects.

By now the early promise of DDT had gone awry and both Carroll Williams and the German researchers were thinking seriously of the hormones as insecticides. Williams tried applying juvenile hormones to the skins of insects. In every case they molted too soon, and the resulting freaks all died. Clearly, a drop applied anywhere on a non-adult insect would be deadly. One well-timed dose could prevent the birth of countless new generations.

What remains now is to establish the chemical formulas for the two hormones so that they can be created synthetically in the laboratory. This work is now being done in Germany, and in the U.S. by Williams at Harvard and by Dr. Howard Schneiderman at Cornell. The scientists have already learned enough to be confident that 1) the hormone molecules are simple and stable, 2) it will be possible to make them



EFFECT OF HORMONE is shown on Polyphemus moth. At left is normal pupa before metamorphosis into moth. In center is pupa which has been treated with juvenile hormone. Prevented by hormone from metamorphosing on schedule, insect dies. At right is moth that developed normally.

Ed Mathews

MILWAUKEE BRAVES STAR 3RD BASEMAN WEARS

Munsingwear®

ACTION FREE T-SHIRTS

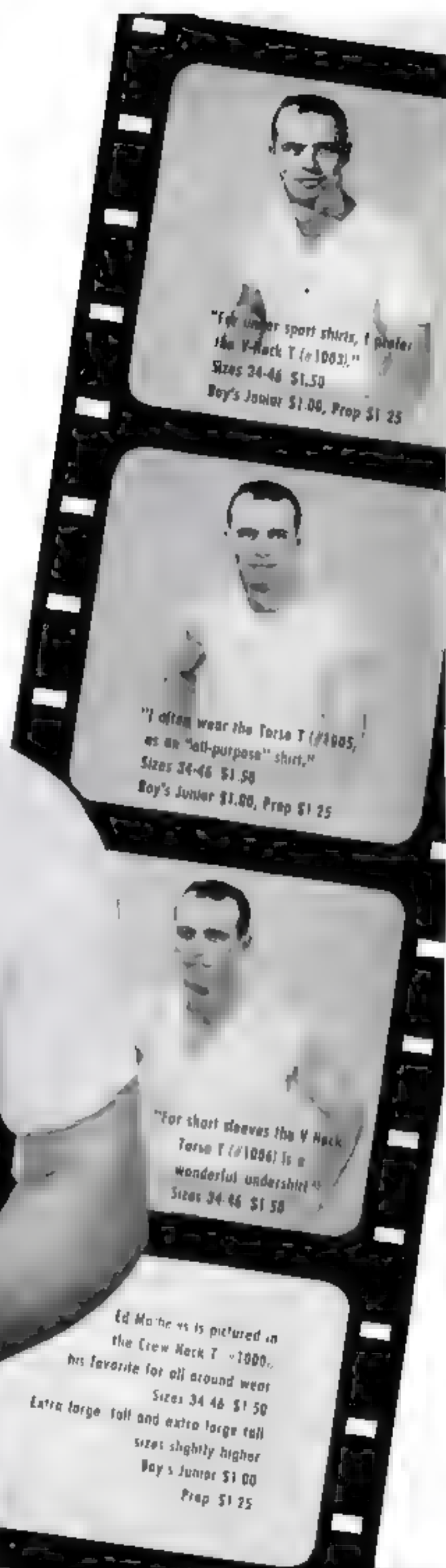
**WITH THE PATENTED NON-SAG NECKBAND...
GUARANTEED NEVER TO LOSE ITS SHAPE!**

Ed Mathews holds down the "hot corner" for the world's championship Braves. He is a fielder and batter of undoubted skill, and his good judgment on the ball field holds true with his selection of wearing apparel. That's why . . . he picks Munsingwear all the way . . . particularly when it comes to T-Shirts! Ed figures, to play right—you've got to feel right—and the patented nylon reinforced non-sag neckband stays flat and trim. Knit of whiter than white premium combed cotton in extra long length to prevent riding up and bunching. Guaranteed not to shrink out of fit. Whether you are a man of action in sports, business or industry . . . there is a Munsingwear T-Shirt made just for your perfect wearing comfort.

**ONLY MUNSINGWEAR
MAKES THE T-SHIRT
WITH THE PATENTED*
NYLON REINFORCED
NON-SAG NECKLINE**



U.S. Pat. 2511405



Munsingwear®

"Men-of-Action"

**SPORTS
ADVISORY
BOARD**

wear the Comfort line

and Munsingwear for boys-of-action, too!



 JACKIE BURKE, JR. 1956 Masters and PGA Champ on "I depend on the freedom underwear feature"	 TOM HARMON Former A ace CBS "I like freedom"	 GEORGE MIKAN All Star "I like freedom"	 DOW FINSTERWALD 7 P.A. "I like freedom"	 ED MATHEWS Milwaukee 3rd Base "I like freedom"
--	---	--	---	---

 #2800 Golf Shirt \$5.00	 #1215 Briefs \$1.25	 #2000 Slumberly \$5.00	 Socks 55c to \$1.50	 Boxer Shorts \$1.00 to \$2.50
-----------------------------------	-------------------------------	----------------------------------	-------------------------------	---

MUNSINGWEAR, INC., MINNEAPOLIS 5, MINNESOTA

IN CANADA STANFIELD'S, LTD.

IN AUSTRALIA: BOND S, LTD.



Why did 20 million parents buy these slippers for their children?

Because they're so indestructible, children outgrow them before they outwear them.

Other washable styles for the whole family at your neighborhood shoe store.

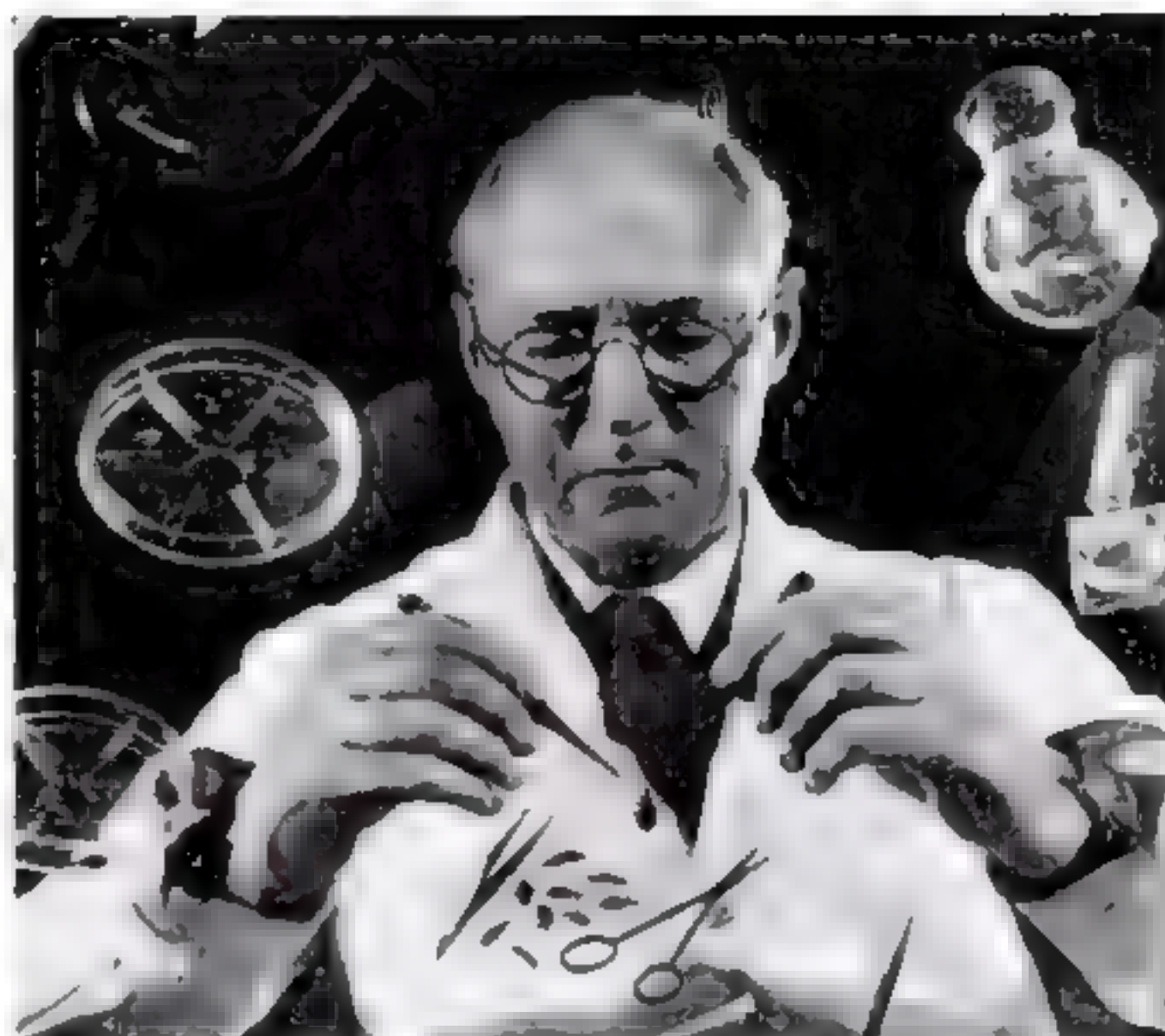


WELCO

Foamtreads

Wellco Shoe Corporation, Waynesville, North Carolina

In Canada, Foamtread slippers are made exclusively by Kaufman Rubber Co., Kitchener, Ont. ©1955



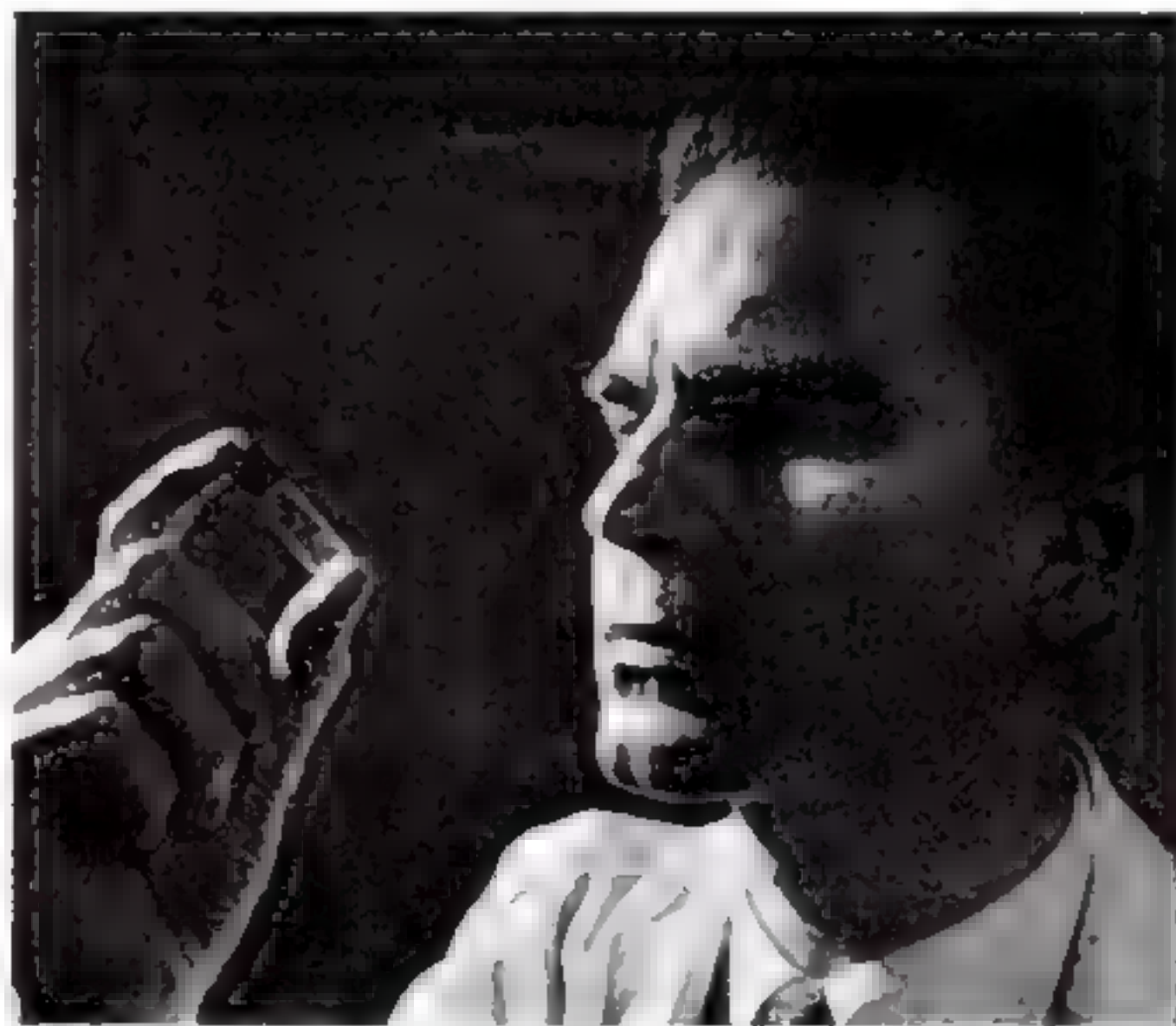
HORMONE DISCOVERER, V. B. Wigglesworth of Cambridge, found the source of juvenile hormone in glands just behind brain of insect *Rhodnius*.

ULTIMATE WEAPON CONTINUED

synthetically once the formulas are known, 3) they will be soluble in chemical sprays and 4) the resulting insecticides will be the safest and among the longest lasting ever devised.

Hormone insecticides could, in fact, be too effective if not used wisely. The indiscriminate application of hormones could wipe out valuable insects along with undesirable ones: in exterminating mosquitoes it could also wipe out bees. A weapon capable of upsetting the balance of nature obviously will have to be employed with great care. It will have to be applied at the right time of year and in wisely chosen areas so that it will catch the target insects at the precise moment when they are most vulnerable, while missing all others. Eventually scientists think they will be able to make the insecticide itself more discriminating by varying the molecular structure so that it might, for example, be lethal to plant lice but harmless to butterflies.

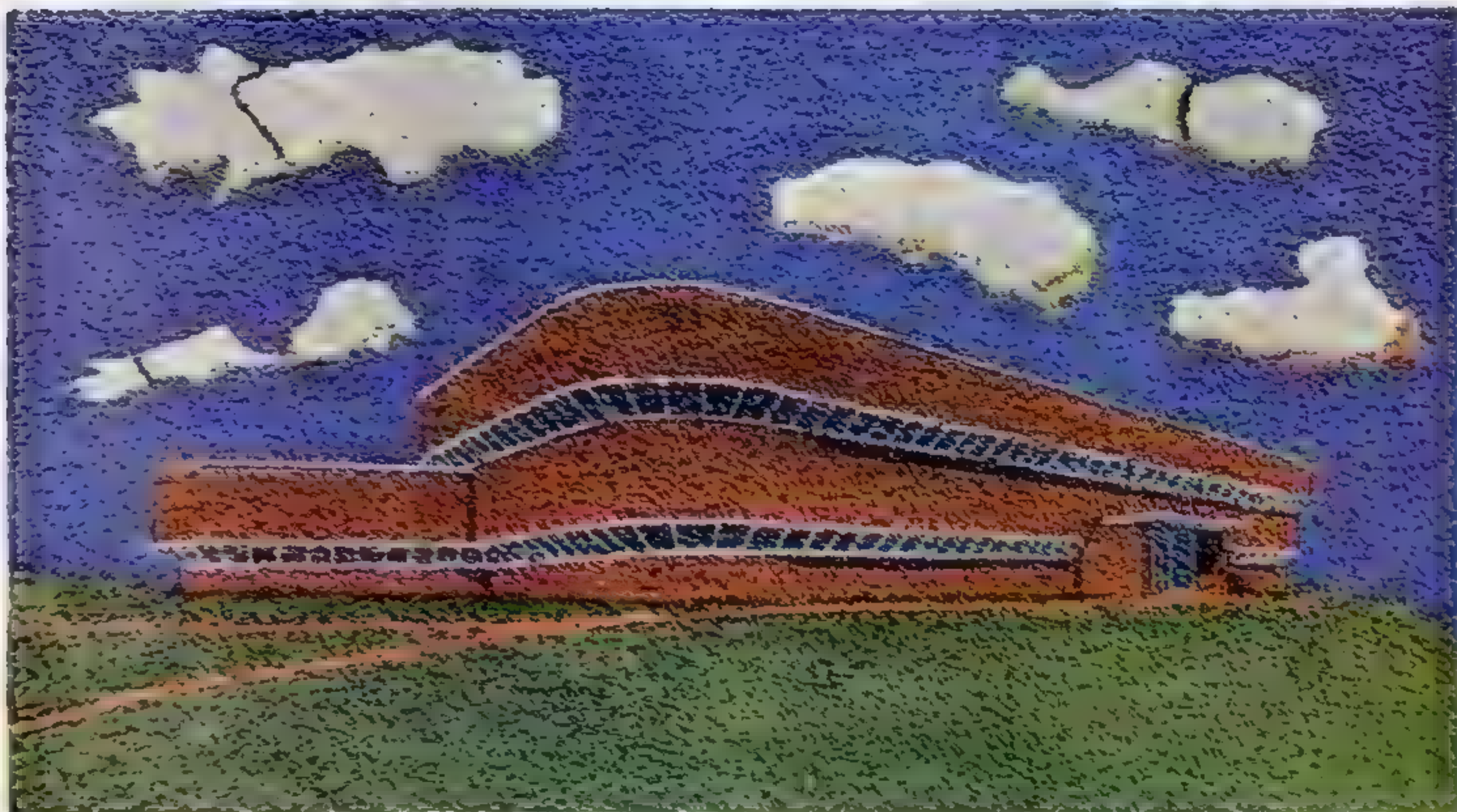
When this feat becomes possible, insect crop damage and insect-borne diseases will become dangers of the past. Even the man who is middle-aged today should, in his lifetime, see the day when he no longer has to share his corn with the chinch bug and his cotton with the boll weevil. And on a pleasant Sunday afternoon he should be able to take his grandchildren to the insect house at the zoo and there gaze upon cages containing cockroaches, bedbugs and mosquitoes—all carefully tended and prized, like the whooping crane and the duck-billed platypus, for their rarity.



HORMONE ISOLATER, Carroll Williams of Harvard, holds vial of juvenile hormone. When it can be manufactured, insecticide will be feasible.

\$1,000 CASH

\$1,000 CASH to the first person guessing the exact number of cotton seeds in this picture. If no one guesses the exact number by July 1, 1959, the prize will be split between the two contestants who first guessed closest above and closest below the exact number. Send entries to Department A, Box 111, Lancaster, S. C., accompanied by a label from a SPRINGMAID sheet or a reasonable facsimile of the word SPRINGMAID thereon. Contest open to all except employees of The Springs Cotton Mills, its associated companies, its advertising agencies and their families.



Cotton Seed Mosaic by Elliott Springs and H. L. Montgomery.

THIS IS THE OFFICE THAT RUNS THE MILLS that make the sheets that lie on the beds that stand in the house that Jack built

THIS IS THE HOUSE THAT MAKES THE SALES that go to the office that runs the mills
that make the sheets that lie on the beds that stand in the house that Jack built



Church and Worth Streets, the Heart of the Cotton Textile District, by Vernon Grant

IF YOUR SHEETS are tattered and torn,
And bedmaking leaves you all forlorn,
Make haste to the store, as fast as you're able,

Make a purchase of sheets with the Springmaid label,
They're whiter than white, will never wilt.
And will outlast the house that your Jack built



RECLOSABLE STACK PACKS KEEP



OPEN 'EM UP...

MONDAY 6:30 PM, DINNER

Serve Premium Saltines out of a Stack Pack with your crisp lettuce and tomato salad. Aren't they FRESH? GOLDEN GLOW, Nabisco's extra baking step, bakes crispness in. Now **CLOSE 'EM BACK!**



OPEN 'EM UP...

MONDAY 10 PM, SNACK

Re-open the Stack Pack, find Premium Saltines still FRESH. And they're stacked one by one. EASIEST TO GET OUT to go with slices of Cheddar, Edam and "store" cheese. Now **CLOSE 'EM BACK!**

NO CRACKER BLOCKS TO BREAK APART...STACK PACKS

PREMIUM SALTINES CRISP TO THE



OPEN 'EM UP...

TUESDAY NOON, LUNCHEON

Hearty tomato soup, topped with sour cream and chives, calls for plenty of FRESH crackers. The four Stack Packs in every pound package are reclosable, so these are fresh as ever. Now... **CLOSE 'EM BACK!**

VERY

VERY

VERY

VERY

VERY

LAST CRACKER



OPEN 'EM UP...

TUESDAY 3 PM, SCHOOL'S OUT

Time for jam and milk... and Premium Saltines, still fresh. Yes, inside wax-wrapped Stack Packs keep Premium FRESH — (unlike outside wax wrappers on other saltines). Now... **TIME TO BUY MORE!**

SERVE YOU PREMIUM ONE BY ONE!

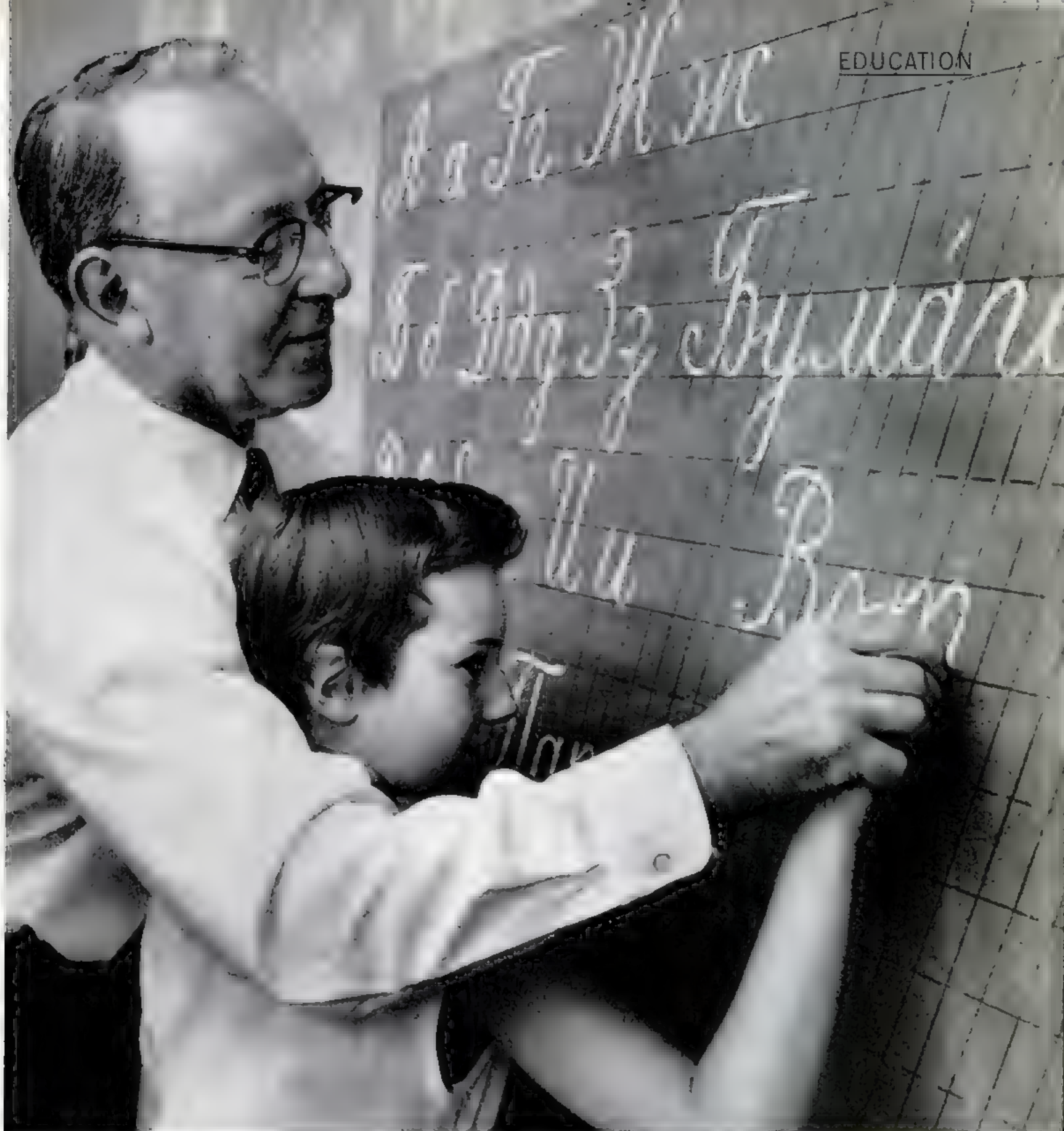


NATIONAL BISCUIT COMPANY®



New Kotex napkins with the Kimlon center protect better, protect longer. Now Kotex adds the Kimlon center to increase absorbency, to keep stains from going through. With this inner fabric, the Kotex napkin stays even softer, holds its shape for perfect fit. Choose Kotex — the name you know best — in this smart new package.





AT THE BLACKBOARD TEACHER ANDRÉ ANASTASION TEACHES 10-YEAR-OLD LYNETTE LLOYD HOW TO WRITE THE RUSSIAN WORD "HERE" IN CYRILLIC LETTERS

Salt Lake Adds Russian to 3 Rs

According to many educators it is a waste of time to burden young children's fragile minds with anything as solid as a foreign language. But this fall, for the second straight year, fourth and fifth graders at Salt Lake City's Bonneville Elementary School are giving up extra-curricular hours to study, of all things, Russian. Their teacher is André Anastasion, an Odessa-born Mormon convert, who patiently and good-humoredly leads his small scholars through the intricate syntax of his native language.

Salt Lake City's school superintendent first proposed the experimental and voluntary course in response to public demand for more muscle in the curriculum. The school officials at first feared parents would raise

outraged shouts of subversion. Instead, the only angry parents so far are those who tried to sign up their children, at \$10 apiece, after the class was already filled. The children themselves have tackled the new language with delight, and utter scarcely a groan at the after-school classes or homework Anastasion assigns them. Since they get almost none in their regular school subjects, many know more about Russian than English grammar. The only problem for Teacher Anastasion is primers. No grade-school level Russian primers are published in the U.S., and U.S.S.R. primers are full of propaganda. Anastasion solved that by using the U.S.S.R. primer but only after cutting out the propaganda pages with a razor blade.



**HOW
MUCH
OF
WHAT
YOU'VE
GOT
IS
COVERED?**

Does your insurance cover your house at today's values?

Do you know that a house—

built in 1937 for \$10,000, now would cost \$25,000 . . .

built in 1946 for \$12,000, now would cost \$18,000 . . .

built in 1951 for \$15,000, now would cost \$19,000?

Are you adequately insured in view of such a drastic increase in construction costs?

What about your personal property? The value of furniture, appliances, clothing and other household goods also has skyrocketed. Do you have *enough* protection?

For your own financial safety, check your insurance protection with your local independent agent or broker today. He can help you make sure that **WHAT YOU'VE GOT IS COVERED.**

For the name of a nearby America Fore Loyalty Group Insurance agent, call Western Union by number and ask for Operator 25.



THE CONTINENTAL INSURANCE COMPANY • FIDELITY PHENIX FIRE INSURANCE COMPANY
FIREMEN'S INSURANCE COMPANY OF NEWARK, N. J. • NIAGARA FIRE INSURANCE COMPANY
THE FIDELITY AND CASUALTY COMPANY OF NEW YORK • NATIONAL BEN FRANKLIN INSURANCE COMPANY
COMMERCIAL INSURANCE COMPANY OF NEWARK • THE METROPOLITAN CASUALTY INSURANCE CO. OF N. Y.
MILWAUKEE INSURANCE COMPANY • ROYAL GENERAL INSURANCE COMPANY OF CANADA

RUSSIAN COURSE CONTINUED



PERUSING A PRIMER. Leshe Ann Duder, 10, studies the Russian words. "Maybe if I learn the language I can go over and see Russia," says Leshe.



ENJOYING CLASS. Vickie Lee Hedges grins at her teacher. Says Vickie, looking to future, "This will help me get a good job with the government."

NEW KitchenAid Portable Dishwasher

Just think! Here is a dishwasher you can put to work the very day you buy it . . . take with you on the day you move. Ideal for apartment, rented home or seasonal dwelling. No *installation expense* to think about...no *kitchen or counter* alterations. We've listed some of the reasons why—but ask your dealer to demonstrate *all* the good things about this new KitchenAid portable.



LOOK INSIDE! LOOK OUTSIDE!

- Porcelain—inside and out
- Service for ten and more
- Exclusive start control
- No hand rinsing
- Dual fill-drain hose
- Revolving power wash and double rinses
- Self-cleaning dual strainers
- Sanitized hot-air dry
- Cool, quiet operation
- Guide bar for easy movability
- Rolls easily, over carpets, too
- Toe space all around
- Sectional top racks
- Costs less to operate
- No installation or plumbing expense

KITCHENAID PORTABLE CONTEST!

"Dishwashing Can Be a Delight"

Win a new KitchenAid Portable Dishwasher...see your KitchenAid dealer for *free* entry blank. Nothing to buy! Contest closes midnight November 15, 1958. Subject to Federal, State and Local Regulations.

KitchenAid offers you a complete choice of models for permanent dishwasher installation:

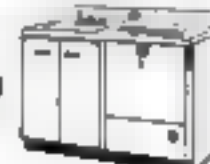
KitchenAid dishwashers, the finest made...by The Hobart Manufacturing Company, Troy, Ohio, the world's largest manufacturer of food, kitchen and dishwashing machines.



built-in
style



free-standing
cabinet type



dishwasher-
sink units



waist-high
installation

NOW a KitchenAid for every kitchen!

No More Dry Skin ever!

Beginning tomorrow morning!



Tonight, simply apply a bit of fast-acting LANOLIN PLUS Liquid to your face before retiring. That's all there is to it. Tomorrow morning when you awaken you will surely believe that an angel touched your skin with a magic wand while you slept. All skin dryness will be gone and your dry skin worries will be ended as long as you continue using LANOLIN PLUS Liquid regularly. Little lines and "crow's-feet" will begin to soften and fade, become much less noticeable.

And make-up! See how much more smoothly and perfectly it goes on. See your skin made softer and smoother by LANOLIN PLUS Liquid... America's largest-selling dry skin moisturizer. Only \$1 plus tax. Get yours today for a surprisingly lovelier look tomorrow.

Also available in Canada



RUSSIAN COURSE CONTINUED



COACHING PRONUNCIATION: George Harjan, in Oklahoma City, tells TV pupils how to say Russian word for "knife" which sounds like "gnaw-shh."

OKLAHOMA TV LINGUISTICS

Salt Lake City's Russian course, which has been so successful that another class has just been added, is no isolated experiment. Language specialists are generally agreed that U.S. language teaching is poor mainly because there is too little of it too late. To catch students early they are urging that grammar schools start offering languages. Two thousand schools have already responded and scores more are adding language courses each year. In addition, Russian and other languages are being taught young students on educational TV channels. In Oklahoma City on station KETA-TV, for instance, George Harjan of the University of Oklahoma gives a Russian course three times a week in the mornings for grade school beginners. In the evenings, five nights a week, he offers a more advanced TV course, using college textbooks, for which the University of Oklahoma offers credit. Despite these efforts the U.S. is still offering its youth far less than the 10 years of foreign language study suggested by the U.S. Office of Education.



TV PUPILS Mike Sackett, 15, and Karl Bierach, 13, sprawl while listening to their Russian lesson. They ordered textbooks, follow the course diligently.

Upset Stomach got you
OUT OF FOCUS?



Wherever you are—take
Minty Phillips' Tablets—

**FEEL FINE
AGAIN FAST!**



No matter where you happen to be, upset stomach, heartburn, gas, or other symptoms of acid indigestion can come along and make you feel miserable. When this happens, just chew a few Phillips' Tablets—like candy mints! There's no glass, no water to bother with. You'll get on-the-spot relief because Phillips' Tablets contain one of the fastest, most effective "stomach sweeteners" ever known. They taste good, too—leave your mouth feeling clean and refreshed. So carry Phillips' Tablets with you wherever you go!



**PHILLIPS'
TABLETS**



DELCO DC

the
dry charge battery
that
sleeps until it's sold

Every ounce of energy that's saved while the Delco Dry Charge "sleeps" adds to its life after you buy it. You get more power, fresher power, longer lasting power. Good reason why Delco is America's No. 1 battery.

The amazing Delco DC is kept dry and dormant until the dealer adds fluid—then this power-saving battery leaps to life and is rarin' to go at a moment's notice. And you get *all the power you pay for*. More than that—you get a written warranty, even on the lowest priced Delco DC, that's backed by General Motors and good all over the United States and Canada, too. This is the same battery you've seen advertised on CBS Television—"High Adventure with Lowell Thomas," and heard about on CBS Radio—the Lowell Thomas Newscasts.

It's the Delco DC, the battery that saves itself for you, by sleeping till it's sold!

Quality built by Delco-Remy, distributed nationally through



General Motors leads the way . . . Starting with Delco Batteries



WIFE QUIZ:



Which face fits your morning husband?

CHECK ONE



7:00 A. M.
Grump



1 Press lightly...feel permanent **TOP SOFTNESS** to relax muscles. See how patented Sertaliner construction gives you permanent top softness with highly resilient innersprings—not just upholstery. Press lightly, feel how responsive at body contact. Here's permanent comfort to relax muscles.



2 Press hard...feel permanent **DEEP SUPPORT** to level spine. See how, at full body weight, ribbons of steel in Sertaliner construction give firmness to the innersprings and distribute your weight to prevent sag. Press hard, feel the permanent firmness doctors advise for spine-level sleep.



Heavy-Lidded
Stumbler



Well-Rested
Spouse

Give your man the world's most restful sleep
...on a smooth-top Sertapedic mattress

IF YOU WANT a well-rested spouse (and a good night's rest yourself) sleep on a smooth-top Sertapedic. For this is the *only* mattress in the world with "permanent top softness" to relax muscles... and "permanent deep support" to level the spine!

Sertapedic's secret is patented Sertaliner spring construction. No other mattress is built with this combination of *highly resilient inner springs* and *ribbons of steel*. It never lets the spine down with mushy

softness or sag. Never tenses up the muscles with board hardness.

Smart stores will tell you this is the greatest mattress invention of all time. But you needn't take their word for it.

Press lightly, press hard on Sertapedic --like the lady on the left. See how you can enjoy the world's most *restful* sleep...look your youngest and feel your youngest--for years to come!

ORDINARY SPRINGS



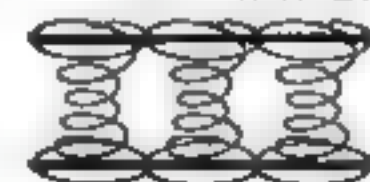
Usually this type of construction is either too hard or too soft. Lots of sag in the middle--especially if it's made smooth-top.

"INDEPENDENT" SPRINGS



This older construction does not permit the body weight to be distributed properly over the full length of the mattress without tufting.

SERTALINER CONSTRUCTION



Serta's patented Sertaliner construction gives firmness without sacrificing comfort. No sag... ribbons of steel distribute your weight over *all* the springs. And, it's the *patented* innerspring unit specifically designed for a smooth-top mattress.



\$79⁵⁰
EACH

Full or Twin Size
Companion Box Spring Same Price



SMOOTH-TOP

Serta *pedic* *
A "Perfect Sleeper" Mattress

Advertised in the Journal of the American Medical Association
©1958, Serta Associates, Inc. *Trademark

SERTA ASSOCIATES, INC. Executive Offices 666 N. Lake Shore Dr., Chicago 11, Ill.

Oatmeal and Fruit...blended!



NEW BREAKFAST EVERY DAY... just by blending different fruits into your oatmeal.

Nature's entire selection of luscious fruits provides flavor variety.

Follow the package recipe for 4 to 6 servings, and stir in a cup of your fruit-of-the-day while the oatmeal cooks. Happy blending!



Quaker Oats and Mother's Oats are exactly the same

with all that wonderful protein

WRONG HULL, WRONG SAILS, WRONG TRAINING

'Sceptre' lost the Cup before the races began

by MAITLAND EDEY

IF the Milwaukee Braves sweep the World Series in four straight games this week by scores of at least 10-0, the result will be no more one-sided than the America's Cup races just completed. The British challenger *Sceptre* lost every race to the defender *Columbia* by margins ranging from half a mile to nearly two miles. *Sceptre's* effort must rank with the feeblest in the Cup's 107-year history. What happened? How could a group of experienced British yachtsmen come up with such a clunker?

The fact is that *Sceptre* was beaten before she started. She was badly designed for the wrong kind of weather, and amateurishly directed and handled. Before a single one of her planks was in place there were forces at work which would ultimately defeat her. These had their beginnings in the casual British attitude toward sport, in a long-held conviction that science is all very well in its place, but that British pluck will somehow muddle through.

There are top-notch, hard-headed international yacht racers in Britain, and some of their boats are among the world's best. Unfortunately too few of these yachtsmen got involved in *Sceptre's* planning. Also too few found their way aboard as crew members. For one thing, they were considered too old—in their 30s and 40s. The first of the bad decisions made was that none of *Sceptre's* deck crew should be over 30. The priority would be brawn. The result, according to one member of the afterguard, was that the crew was "too larky and too inexperienced. We had to spend time teaching them things they should have known when they came aboard—valuable time which should have been spent tuning the boat."

Sceptre's backers were a syndicate of 12 impeccable British sportsmen, all members of the Royal Yacht Squadron, Britain's most redoubtable but also its most conservative yacht club. All had considerable yachting experience. But yachting technology, which has made great strides since World War II, has tended to pass them by. Not one of them elected to sail as a member of *Sceptre's* crew.

By contrast *Columbia* had two of her syndicate aboard, Briggs Cunningham as helmsman and Henry Sears as navigator. These two knew what they needed and they went after it. This hard knowledge was denied the British syndicate and it forced on them a hands-off policy. As a result, *Sceptre's* destiny came to be more and more controlled by designers, sailmakers, self-appointed tacticians and the like.

Many members of *Sceptre's* crew, curiously enough, were ultimately selected by a man who was neither on board himself nor a member of the syndicate. Owen Aisher is an experienced, able and forceful yachtsman and a fine 12-meter skipper. But he is not a member of the Royal Yacht Squadron and consequently was not asked to join the syndicate. Nevertheless he offered his 12-meter yacht *Evaine* and her crew to the syndicate as a trial horse. In the informal racing that followed, *Evaine* was at first the faster. Men trained aboard *Evaine* were sent over to *Sceptre* in an attempt to improve



OUTCLASSED CHALLENGER. *Sceptre* trails far behind *Columbia* on last leg of third race. Even

under huge, effective French spraker 20-knot breeze *Sceptre* could not keep up with *Columbia*.

her performance. In that way a good many of the crew who finally wound up aboard *Sceptre* were screened by Aisher. Naturally enough, men who did not already know Aisher had a hard time being considered.

Experts began to gather. Too often they failed to agree. Too often their advice was not really expert. Too often they failed to understand the needs of the crew. When the navigator asked for a Fathometer, they gaped at him. This is an instrument for measuring the depth of the water. In racing off Newport it is useful because the contour of the bottom varies abruptly along the coast and a sailor who knows the depth can use the information to calculate quickly where he is. The value of

such an instrument in U.S. is obvious. But no Fathometer was provided for *Sceptre* until she arrived in the U.S. and it was seen that the other Twelves were so equipped.

A couple of the experts even insisted that *Sceptre* would not need a compass in cross-course racing. "You can sail with the ocean boat," they told the navigator.

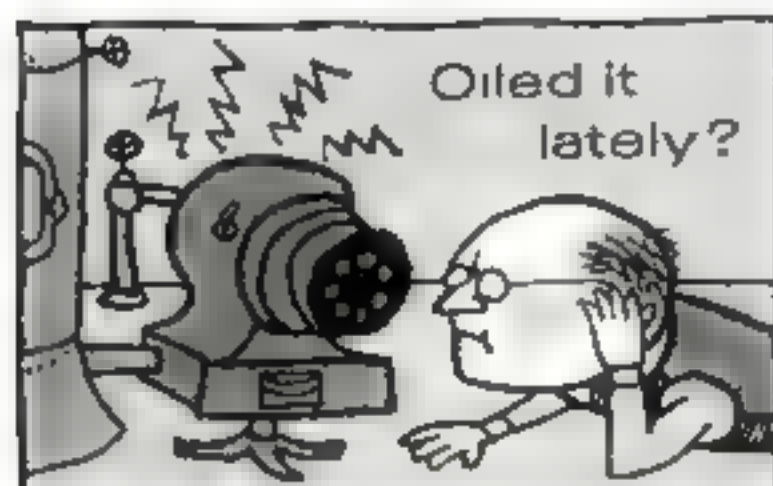
"You're assuming we'll always be behind?" he asked.

A compass was provided.

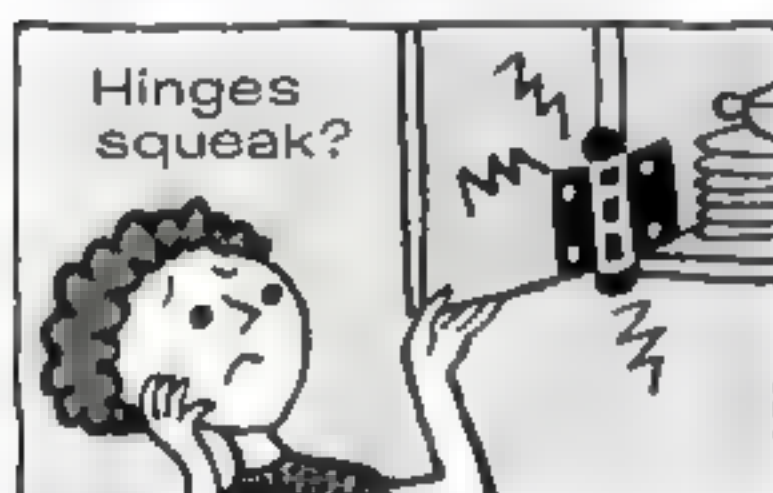
Sceptre's hull has been a point of controversy since the beginning. It was the winner in a competition among four of Britain's leading yacht designers. Small models were tried out against a standard hull in a test tank. What is

FIX-IT TIPS

with "3-in-One" oil



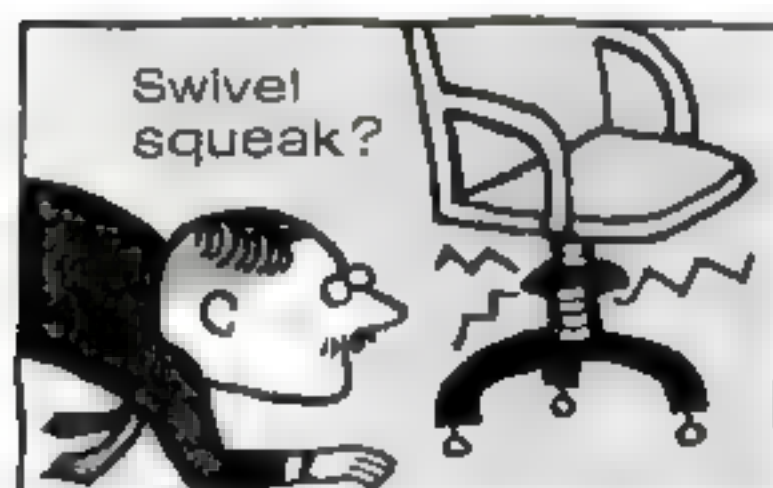
It'll hum after you apply "3-in-One" Electric Motor Oil. Perfect for heavy-duty motors and circulating pumps.



Quiet them quick with a few drops of "3-in-One" oil. Lubrication lasts for months—keeps rust from forming, too.



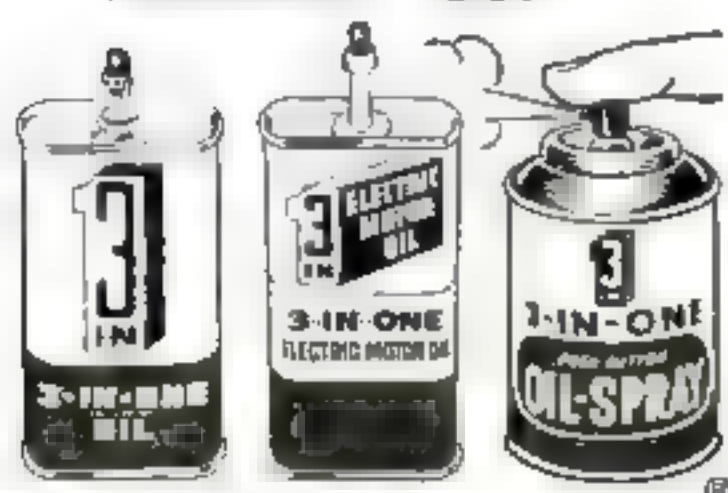
Keep them clean with "3-in-One." Contains effective rust inhibitor. New Oil-Spray can makes over-all oiling easy.



Silence it fast with clean-working "3-in-One" oil. Works into hard-to-get-at places—doesn't ever gum up.

"3-IN-ONE"

is the one oil that:
POLISHES
PENETRATES
LUBRICATES
PREVENTS RUST



You need all three: "Regular" for most household items; "Electric Motor Oil" for heavy-duty; new handy spray can for hard-to-get-at places.

'SCEPTRE' CONTINUED

not generally known is that the standard used was a model of an old British 12 named *Flica*. *Flica* had never shone when she was new. In fact, *Flica*, with other British boats, had been routed by the American *Vim* in races before the war. It seems obvious that the British tests should have been made against a model at least comparable to *Vim*.

Sceptre was planned as a heavy-weather boat and selected on the basis of her performance in simulated strong winds in the test tank. Big waves always go with strong winds. Yet there was no wave-making device in the British tank. *Sceptre's* tests were conducted in the utterly unreal condition of powerful breezes and a glassy sea. The result was that nobody really knew if she would perform well in big waves or not.

Why this emphasis on a heavy-weather boat anyhow?

"Our people were over here a year ago," explained one of the British contingent, "and it blew hard for two weeks. The decision to go for a heavy-weather boat followed."

It might have been more prudent to have looked at the record of past defenders. In 1930, for example, the U.S. selection committee picked *Enterprise*. In rough going during the trials she could not beat the famous *Yankee*, but still she was selected. Median wind strength in Newport in late September has for many years been about 17 mph. American designers expect any and all kinds of breezes in this transition month, but the British guessed wrong from the same data.

Sceptre's crew was understandably horrified to arrive on the line for the first race and find a wind strength of about four mph. *Sceptre* positioned herself well for the start but *Columbia* ghosted right by in the light wind.

The second day out the wind was even lighter, dropping completely before the race was over, so that the yachts (with *Columbia* a half mile in front) could not finish within the prescribed time limit. That night John Matthews, owner of *Vim*, told a friend of an indirect attempt on the part of the British to borrow some of *Vim's* light-weather sails because they had none of their own.

"Why, that's fantastic," said the friend. "To make this enormous effort and not bring any light-weather canvas at all! It's incredible!"

"Yes," said Matthews, "it is."

Nothing came of the Britons' efforts to borrow sails, so they sent a rush order to a sailmaker in New

York. But by that time another light-weather race had been sailed and the score was 2-0 in favor of *Columbia*.

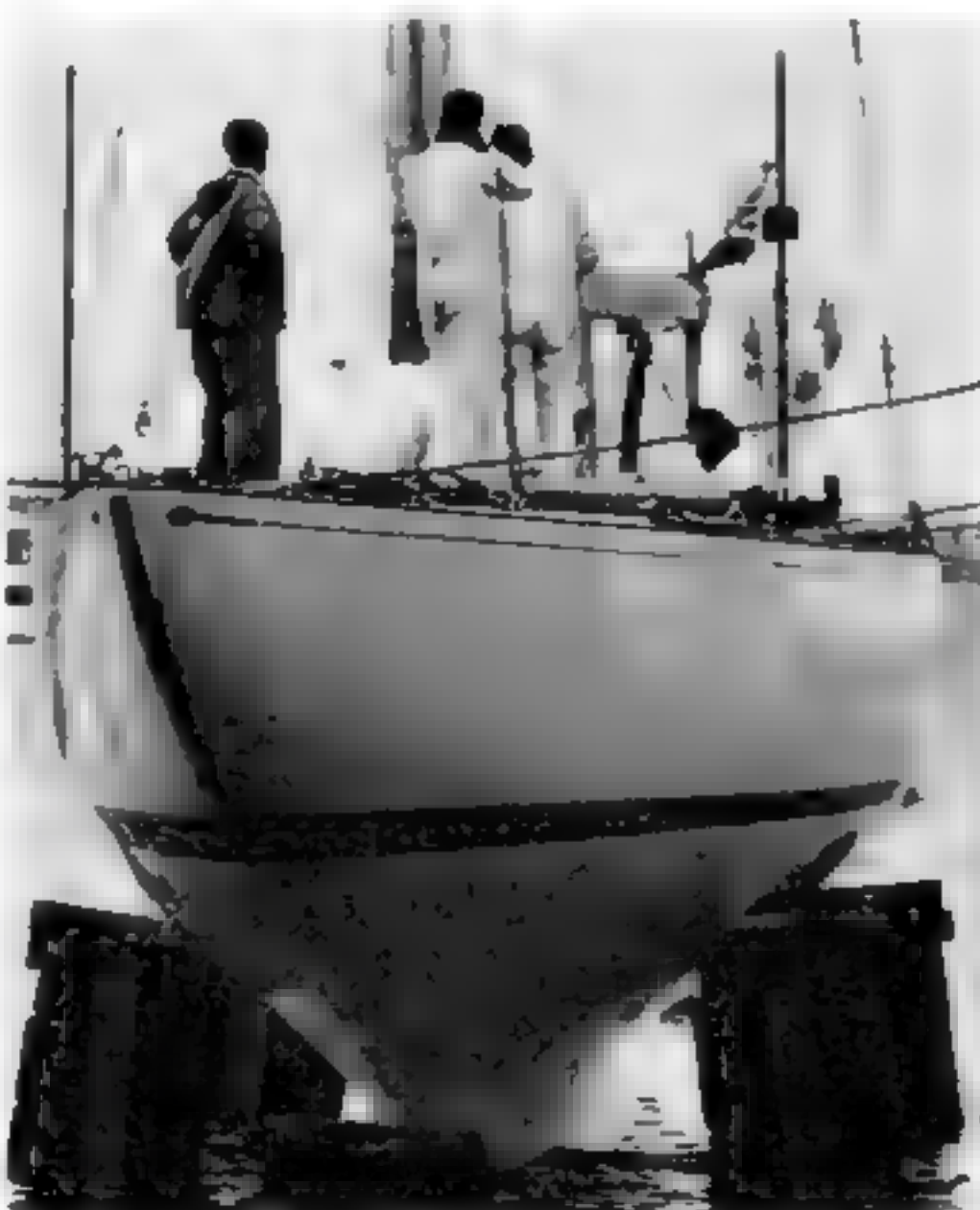
Finally it blew—*Sceptre* weather at last!

The cruelest cut of all was that *Sceptre* fell behind *Columbia* even faster in 25-mile winds than in zephyrs. In the last race there were all kinds of difficulties which reached a climax when *Sceptre's* boom broke. As the skeptics had said, her full, round forward section (which looked to one American yachtsman like "a cross section of a chamber pot") was a great liability. She would not go to windward. Also she hobbyhorsed badly in the seas, bucking up and down instead of driving through the waves. Where had the idea of the full forward section come from? Well, Designer David Boyd's boats, some of them very successful, were known for their full bows. If you ordered a Boyd boat, that was what you got.

One member of the crew complains that all the tune-up time in the Solent was spent racing against *Evane* and none in "calibrating," which means setting up standard conditions between two boats and then trying out a single variable, such as a genoa jib, until everything possible is known about it. This can be done with a trial horse, as *Columbia* did. Or one boat alone can do it by using a battery of instruments to keep a constant check on all variables of wind, speed and sails. This idea met with no enthusiasm at all. The hearts-of-oak school prevailed over electronics, and *Sceptre* arrived here virtually uncalibrated.

This would have been dangerous even with a fast boat. With *Sceptre* it was fatal. It is now generally conceded that any of the four American contenders could have beaten her. One British yachting expert summed it up by saying that the best thing that could have happened to *Sceptre* would have been first to break her mast and then to break her spare mast so that she could not race at all, thus avoiding the humiliation which all British yachtsmen will inevitably feel.

With that view I cannot agree. Nor can I agree with the present view of the syndicate members who, understandably bruised in the ego, want to sweep everything under the rug and forget it. As long as these attitudes prevail, her successors will fare no better than she. Far better to get them out in the open and dispose of them. If not, Britain will never win the Cup, not in the next hundred years or the next thousand.



CONTROVERSIAL HULL of *Sceptre*—built full in the forward section, is displayed here on the ways at Newport.



RIVAL DESIGNERS, David Boyd (left), responsible for *Sceptre's* full bow, and *Columbia's* Olm Stephens meet



DREW, \$4.00



ARDEN, \$4.00

White shirts look alike...until you put them on

Then you'll see why men prefer Arrow 5-to-1...perfect Arrow fit,
Arrow quality, Arrow fashion, "Sanforized" label.

Unwrap it. Unfold it. Wear it. Only then will you understand the excellences that set Arrow shirts apart.

Note how the Arrow collar feels. It takes 22 loving steps to make this collar perfect—so it sits and fits and looks right throughout the years you'll own it.

Look in the mirror. No bunching at the waist. Your Arrow follows your build. That's the Mitoga tapered cut.

Look in the future. Every time it's washed you'll appreciate the way those *all-combed* cotton yarns stand up manfully to wear. Too, you'll appreciate buttons that do not chip or crack—that stay put. And expect lasting fit—the "Sanforized" label is your promise.

All these attributes come in the short-point, nonwilt Drew and Arden. Only \$4. At Arrow retailers all over town.

Cluett, Peabody & Co., Inc

ARROW

first in fashion



Men prefer Arrow 5-to-1 because of perfect collar fit, shoulder line contour, Mitoga tailoring to conform with natural body lines, tapered sleeves, anchored buttons, and "Sanforized" fabrics.

Arrow shirts also available in 100% cotton and Dacron & cotton wash and wear.

Hemingway's Old Man

THE FAMOUS AUTHOR'S PRIZEWINNING NOVEL

WHEN Ernest Hemingway's short novel, *The Old Man and the Sea*, was first published in full by LIFE in September 1952, it was hailed as a masterpiece. In 1953 it won a Pulitzer prize. In 1954 Hemingway was awarded a Nobel prize for his "style-forming mastery of the art of

modern narration" in *The Old Man and the Sea*. Now, *Old Man and the Sea* becomes a memorable movie in the first successful effort to get Hemingway's flavor on film.

This is not the usual movie. There are only two real characters here, the old man and the fish he catches. Spencer Tracy

plays the stubborn old fisherman, Santiago, who has caught no fish for 84 days, but still tries again—this time going far out beyond the usual fishing grounds. He fights an epic battle, first to catch, and then to protect, a huge marlin. Tracy is the real fisherman, tough, courageous, alert in



and His Movie Epic

KEEPS ITS HEROIC QUALITY ON FILM

his craft. The story is a wonderful exultation over the courage in man. Producer Leland Hayward and Director John Sturges, who made the film for Warner Bros., are faithful to the story. As Tracy acts it out on the screen, Tracy's voice narrates the tale in a script that retains all of the

beauty of Hemingway's noted prose style.

There are flaws, technical ones mostly caused by the difficulty of photographing the fish fight. But few will notice them. When Tracy's voice begins, the story takes over—"He was an old man and he fished alone in a skiff in the Gulf Stream."

OUT AT SEA, he set his lines. "One bait was down 40 fathoms," the narrator says. "The second was at 75. The third and fourth were at 100 and 125 . . . and then he felt something hard."





AFTER the fish had taken the hook, the old man hung tight to his hand-line, pulling hard against it and paying it out only when the pressure grew so strong that the fish threatened to break the line. All that day and night and through the

following day and night the fish slowly pulled his skiff farther and farther to sea. The line cut the old man's hands, bringing blood and pain. Looking at his wounds, he grunted, "What kind of a hand is that. Go on, cramp if you want to. Make yourself into a claw, it will do you no good."

Exhausted, he remembered his youth, then slept and dreamed "of a vast school of porpoises that stretched for eight or 10 miles and it was in the time of their mating. And they would leap high into the air and return in the same hole they had made in the water when they leaped."



FOR COURAGE, he thought back. "He remembered," says the narrator, "the tavern at Casablanca when he played the hand game with a Negro from Cienfuegos who was the strongest man on the docks. He and the Negro had gone one day and one night with their elbows on a tabled top. Neither could overpower the other. Santiago won. Now, remembering his triumph, he slept (left).

A black and white photograph of a man in a light-colored uniform standing on the deck of a ship. He is holding a large, dark, curved object, possibly a piece of wreckage or a large fish, against a backdrop of a cloudy sky and the sea. The man is looking towards the camera. The ship's structure is visible behind him, and the sea is in the foreground.

The fight over, the narrator says, "They were sailing together, lashed side by side. And the old man thought, 'Let me bring him in if it pleases him. I am only better than him through trickery and he meant me no harm.' . . . It was an hour before the first shark hit him."

The old man killed that shark with his harpoon. But many more came to tear great chunks of flesh from the fish. "Half fish," he says to the ravaged marlin (*opposite page*), "fish that you were. I am sorry I went out too far. Ruined us both." When finally he sailed into the harbor it was with only the skeleton of his marlin lashed to his boat. He was dead tired. He asked himself: "What beat you? Nothing. I just went out too far. Man is not made for defeat. Man can be destroyed, but not defeated."

A dark, atmospheric photograph of a dense forest at night. The scene is dominated by the silhouettes of trees and branches, with light filtering through the foliage, creating a dappled effect. The overall mood is mysterious and somber.



SCIENCE FINDS NEW WAY TO MAKE



Tyrex...certified yarn for the tire cord of
COMING IN TIRES ON THE NEW

TIRES SAFER, LONGER WEARING...



the future
1959 CARS!

Hundreds of thousands of 1959 cars will soon be on the road equipped with new tires containing TYREX yarn — the remarkable science discovery that makes driving safer than ever before! Millions of dollars and years of research produced this *ideal* yarn for tire cord. Test after test proved TYREX certified yarn best.

AMERICAN TYREX CORPORATION, 350 Fifth Avenue, New York 1, N. Y.

*TYREX is the registered mark of American Tyrex Corporation. TYREX yarn is also produced and available in Canada.

1949



STARTING SCHOOL, a busload of arrivals at Detroit's Ann Arbor Trail School appeared in a *Life* story (Sept. 19, 1949) on U.S. war babies beginning

education. All were in first grade except Florence Richey (fifth from left), who accompanied younger sister, and Ken Cripps (far right), on traffic duty.

HOW COLLEGES CAN HANDLE THE THRONGS

Despite wide despair, they have room now for all qualified students and,

IN this push-button era the button most often pressed is the panic button. Right now higher education has the alarmists in a dither. The colleges, they cry, are already overcrowded and swamped with applications. They predict that high school seniors seeking admission to colleges will find their hopes frustrated when selections are announced next spring. Moreover the tidal wave is just ahead. By 1960 the first of the wartime and postwar baby boom will be upon us and—so say the pessimists—the situation will be hopeless.

No one familiar with the situation would deny that there is a crisis. To meet it colleges and universities must have more money, more buildings and equipment and more faculty. But, just as important, they also must reform wasteful practices. And those who despair make no contribution to the solution of the problem.

One avenue of "relief" suggested by the timorous should be firmly closed. These people say we must reduce the number admitted to college in "a last effort to save our educational standards." On the contrary, the truth is that not enough people go to college even today. The trouble is not that there are too many students but that there are too few of the gifted. To a large extent the apparent glut is due to poor distribution of students among the colleges. If institutions and applicants will both act intelligently and abandon some of their present follies, we can be far better off than the gloomy prophets predict. By wise direction of our energies we can even handle the big surge of the 1960s.

To bring this about will require a major effort. Both parents and prospective students will have to realize that an excellent education can be obtained at many lesser-known colleges (see box p. 136). They must also realize that in many of these institutions there are vacancies today. For their part colleges will have to abandon some outmoded teaching methods, cut down on unnecessary courses and stop pretending to be all things to all comers. Very little of this will come about without cries of anguish from college administrators, trustees

and other friends of specific institutions. Yet if we refuse to act, we will be flouting an educational tradition that is as old as the country itself.

From America's earliest days our educational ideal has been inclusive, not exclusive. Our forefathers were well aware that in establishing our particular kind of government they had embarked upon a great experiment, one which depended upon an enlightened public. Who should go to college is a question answered by our history: *everyone* should go who can profit by it. That much is clear. But this answer does not go far enough. Should all go to the same kind of institution with uniform standards of admission and graduation? Certainly not, for this would defeat our central purpose. It does not benefit a student to go to a college whose standards are beyond his talents, his training, his energies—or his ambition.

An infinite variety

IF everyone in the U.S. is to be educated up to the level of his full capacity, colleges must have differing standards and programs. Fortunately, U.S. colleges are infinitely varied, although neither students nor parents adequately appreciate the fact. Because of attempts I made over the years to cooperate with new, struggling colleges, one of my colleagues once accused me of promoting "poor colleges for poor students." The charge was not correctly expressed but I did not resent it. Colleges ready to serve students of moderate capacity make possible the high standards of others; they reduce pressure upon institutions with exacting requirements to "take care of" local students, even those not equipped to succeed.

Colleges differ not only in quality but also in the nature of their programs. This is equally important. Unfortunately much effort is now expended to conceal these differences. In the past, distinctive characteristics were reflected in institutional names. It was easy to

1958



APPROACHING COLLEGE, eight of the nine from *Life*'s 1949 picture (above left) arranged themselves in the same order in another school bus last month.



Two have already entered college. All the rest plan going on to some kind of higher education. They are (from left) Nanry Hatcher, 17, Ricky Stuebben, 17,

Al Cameron, 16, Jack Reutter, 16, Florence Richey, 19, Alice Richey, 15 (who still squints at camera), Pat Boyer, 15, and Ken Cripps, 18. Florence Richey

attended junior college for a semester, hopes to return. Ken Cripps is now a freshman at Wayne University. Boy in hat in 1949 picture was unidentified.

by simple reforms, can take on the 1960s tidal wave

by HENRY M. WRISTON

tell an institute of technology from a college of agriculture and the mechanic arts, or a teachers college from a business college or a liberal arts college. But today more and more institutions are described simply as "colleges" or, often and grandiosely, "universities." Thus the State Teachers College at Memphis became Memphis State College in 1941 and last year was renamed Memphis State University. Similarly, Colorado Agricultural and Mechanical College is now simply (but confusingly) Colorado State University.

Accrediting agencies once made separate lists for different kinds of institutions for higher education. Merely by noting the classification, a high school senior and his parents could tell something about the school they were considering. Later the lists were consolidated. Now all sorts of colleges—community colleges, teachers colleges, technical institutes—are accredited without any differentiation. Those which barely meet minimum requirements are lumped with those which surpass such tests in every respect. Another obstacle to sound student choice is concealment of test results which reveal the quality of a student body in any particular institution. These figures are kept sedulously confidential. All such devices make the wise choice of a college needlessly difficult.

The colleges have confused people still further by aping each other. The reason for such imitation is financial. While there has been a giant growth in numbers of students over the years, there has also been a tremendous increase in the number of colleges. In 1900 the federal government listed 977 "colleges"; today it recognizes 1,937. Rapid growth has inevitably produced unevenness and dislocation. Some institutions have been swamped with students while others have had too few. One third of all the colleges and universities in the country, says the U.S. Office of Education, were operating at less than capacity during the past academic year. American institutions of higher education as a whole had 12% fewer students than they could handle. This figure admittedly is accounted for to a large extent

by nonaccredited institutions. But the fact is that even today many good small colleges have enrollments short of their capacity. And there will be more vacancies when students who are now entering colleges that are wrong for them leave or flunk out in a few months. Obviously colleges with less than their quota suffer financially. For despite endowments and other sources of income, the final factor in balancing college budgets has always been student fees. This is true even of the old, the rich, the colleges of great prestige.

As governments have debased their currency to meet deficits, so have many colleges debased their education for the same purpose. By offering courses in everything, they seek to attract enough students to help balance the budget. Scandalous sophistries have been propagated to make these devices appear to have an educational, rather than a fiscal, basis. Liberal arts colleges give courses in business administration (including stenography, typing and filing), home economics (one college gives a course in "draping") and many other subjects alien to their history and purpose. None of these additions was really designed to contribute to the pursuit of happiness, one of the basic objectives in the American tradition. Such inflationary courses were concerned with the pursuit of the dollar. The president of one institution said to me, "If I could add a half-time teacher of Latin and an instructor in philosophy, I could give a bachelor of arts degree." He soon did just that.

'Enriching the program'

LOCAL communities have also stimulated educational inflation. Because students and their parents have money to spend, colleges are commercial assets to a community. When they are in financial danger—as many were during and after the Depression—chambers of commerce get busy. "To keep our money at home" strenuous efforts are made to prevent home town high school graduates from going

This is all I need
to know about
engines!

Pennzoil is all
today's farmer needs
to know about his
mechanical "horses".
For this Tough-Film®
Pennsylvania oil has a
permanently active
ingredient (called Z-7)
that stops loss of
horsepower, improves
mileage. Won't break down
between oil changes.
Also available in a multiple-
viscosity (10W-30) oil, the finest
yet. Ask your dealer.



MEMBER PENN. GRADE CRUDE OIL ASSN., PERMIT NO. 2, OIL CITY, PA.



THE AUTHOR

One of the academic world's most respected elder statesmen, Henry M. Wriston was president of Lawrence College in Appleton, Wis. from 1925 to 1937, of Brown University from 1937 to 1955. Once head of the Association of American Universities, author of books on education, Dr. Wriston now heads the American Assembly, an organization which holds conferences on U.S. problems.

COLLEGES CONTINUED

elsewhere. Everything is done to attract students from other centers of population. Local trustees often favor "enriching the program"—a euphemism for adding extraneous courses—in order to make the local college attractive to more registrants. One example will give an idea of this process: of 200 Midwest colleges, 137 were at one time giving "special courses" for teachers of physical education. The amount and quality of such instruction varied from mere pretense to thoroughgoing training. Often it had more to do with recruiting football players than with education, for winning teams are good business for any town.

All these confusing tricks have made it harder for students to understand and thereby to take full advantage of the infinite diversity of programs among colleges and the wide differences in the severity of entrance requirements. The difficulty has been further compounded by scare stories about how hard it is to get into college. I have never yet heard of an earnest student of tolerable capacity who could not gain admission somewhere. Probably he could not get into one of the "prestige" institutions like Harvard or the University of Chicago which seek, in the public interest, to maintain very high standards. It would be no kindness to him if he could, for he would almost certainly fail, no matter how hard he worked. But there are other institutions with sound programs which would give him all he could absorb.

I can think of two regionally well-known colleges, both of which serve their students superbly. In one the entering students are often at the bottom of the standings in the most widely used college aptitude test. A large share of its students could not carry successfully the work at institutions with higher standards. But this college has a modest program and does not scatter its energies. Its occasional superior student also gets good training, and one department's students particularly have done well in graduate schools, going on to teaching and research.

The other college enrolls students who regularly stand at the top in the results of the same aptitude test. A study showed that 95% of those who entered remained, completed the work successfully and graduated in four years. The college is small and its curriculum limited, but its standards of admission, achievement and graduation are very high, though its name would not be a familiar one in most parts of the country.

The solitary fifteen percent

IN sharp contrast to the careful selectiveness of these two colleges, a great state university whose records I once studied was required by law to admit all state high school graduates, good, bad and indifferent. Its student body spanned the whole range of ability. With what consequences? Only 15% of those who entered remained, met the requirements and got their degrees four years later. That was unfair to everyone. It was no service to the hard-working students of slender ability who could not make the grade there but could have done so somewhere else. Nor was it fair to the able students who were held back by the pace of the slow ones.

The ideal college should serve a student body drawn from the narrowest possible range in the scale of ability. This basic principle is often deliberately defeated. Many states have laws on their statute books which require state-supported institutions to admit virtually all high school graduates. This provision arises from a misunderstanding of democracy. It does not serve with justice those whom it is designed to assist. All such laws should be repealed. That action would enable the various colleges to set their own separate standards of admission and graduation. Each college would be stronger because it would not have to handle individuals of too

There is **ONLY ONE**... **ROTO-ROOTER**
for Any Drainage Failure!
Look for ROTO-ROOTER or your home book for prompt sewer service

Selfix NO NAILS! NO SCREWS!
ROOKS
Just moisten with water and stick em up. Firm as a rock. All standard colors. At 5 and 10 and hardware stores. Or write for address of nearest store. Selfix Products Co., Dept. 3, 223 W. Erie St. Chicago 10, Ill.
HOLD 15 LBS.

Your Shoes will have the Shine of their Life!
QUICKIE SHINE SPRAY
Amazing discovery ends dulling brushing forever! Spray on a gleaming shoe and in seconds it's shining like new!
One can does all colors!
Jumbo aerosol can available everywhere
JAMES H. BARNET COMPANY WELLESLEY 61 MASS

CAT'S PAW
Soft resilient HEELS
TWIN-GRIPPER SOLES
At all shoe repairers

UNIPAC all-day **HEMLAST**
IRONING TABLE COVER-PAD SET
For outstanding quality, for better value be certain to ask for Hemlast products.
SOLD AT LEADING DEPARTMENT STORES
GUSTIN-KRAMER COMPANY BOSTON 15, MASS.

LIPS SORE?
Blistex BEST FOR
COLD SORES CHAPPED LIPS FEVER BLISTERS
POCKET SIZE 39c
HIGHER IN CANADA

Countess PANTY
Expertly made of NON-RUN Acetate Tricot. FRESHKINK rayon elastic waistband, reinforced seams. Fully cut for comfort. Hollywood or soft-band ONLY. In popular color-tones. Sizes 5, 6, 7, 8, 9, 10, 11, 12. Extra sizes slightly higher. **59c**
In all **NEISNER BROTHERS** Stores & other fine Variety Stores
MONTEREY UNDERGARMENT CO., INC. • New York 16, N.Y.



Naturally they're not thinking about the policy with the P. S.

...they've got it!



The bass are biting and these ardent anglers just naturally aren't thinking about insurance. But what's even more important, *they don't need to.*

Their independent insurance agent has provided each with a complete program of protection through Aetna Casualty — covering family, home and business. They know that if trouble strikes, the emergency will be handled promptly

and fairly — by their own agent at home, or, if away, by one of thousands of other Aetna Casualty representatives throughout the U.S. and Canada. So naturally they're not thinking about insurance — just about fishing.

If you'd like the relaxed, secure feeling that carefully planned protection brings, see *your* Aetna Casualty agent about the policies with the P.S. — Personal Service . . . soon.

ÆTNA CASUALTY AND SURETY COMPANY

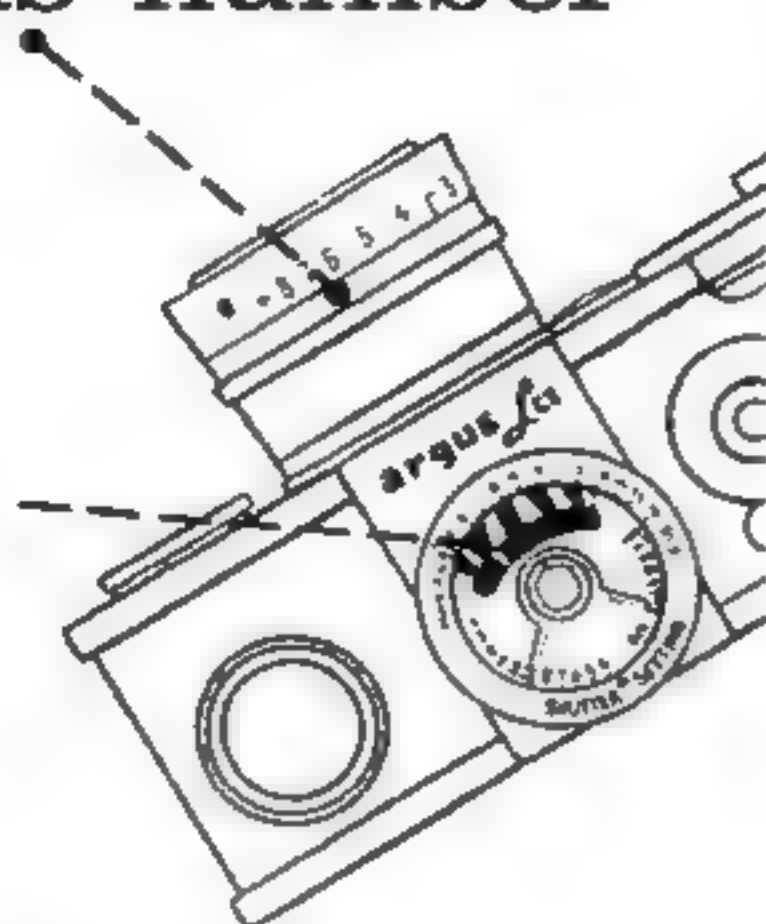
Affiliated with Aetna Life Insurance Company • Standard Fire Insurance Company • Hartford 15, Conn.



Get planned protection with P.S. for all your insurance needs. Sold only through independent agents and brokers.

Match this number

with this one.



and... you're an expert!

If you can set an alarm clock . . . or button your own coat . . . you're going to get great pictures from your very first try with this Argus Match-Matic C-3.

No more complicated arithmetic . . . no more "f-stop" fussing. Just set the shutter dial for "scenes" or "action". Then match up numbers —on light meter and lens. Shoot. You've got it sharp and clear . . . in any kind of light, flash or natural . . . at any time of day . . . of moving objects as well as still ones.

Who ever said a fine camera was hard to use? It wasn't us, for sure. Why not see for yourself at your Argus dealer's soon?

\$74.95 gets you a new Match-Matic C-3 complete with light meter, case, flash and lifetime guarantee. And most dealers offer budget terms, too.

argus match-matic C-3



Argus Cameras, Ann Arbor, Michigan
Division of Sylvania Electric Products, Inc.
ANOTHER FINE SYLVANIA PRODUCT

COLLEGES CONTINUED

widely diverse abilities. Students could choose their college and their program according to their own capacities and ambitions.

Very few states—and only those like Delaware and Nevada with small populations—have just one public college. Most have at least two or three. Wisconsin has 10, North Dakota has nine. Within the various state systems there is thus room for students from a very wide spectrum of abilities. It is wasteful and foolish to demand that every college accept every grade of student. The problem is to summon sufficient political courage to face reality. If that is done, counselors in the high schools can encourage each student to apply to the appropriate college which can serve him best.

Modern testing techniques, when combined with high school records, measure ability and accomplishment quite accurately. If

GOOD UNCROWDED COLLEGES

Most of the privately owned institutions below (picked by *LIFE*) drew up tentative freshman lists last spring. But subsequent cancellations from students who had made multiple applications and decided to go elsewhere caused vacancies later. A well-qualified student applying any time up to September would have had an excellent chance of being accepted by any of them. All stand well in the academic community.

FRANKLIN AND MARSHALL COLLEGE *Men; Lancaster, Pa.*

A liberal arts college with a total enrollment of 1,203, it closed its list officially last June 1 but accepted 25 more later.

MARIETTA COLLEGE *Coed; Marietta, Ohio*

Marietta (1,148 students), which has a good science program besides liberal arts courses, was still accepting in September.

EARLHAM COLLEGE *Coed; Richmond, Ind.*

A Quaker college, Earlham (850 students) filled quota of female freshmen in March but took in last male students last month.

VANDERBILT UNIVERSITY *Coed; Nashville, Tenn.*

Vanderbilt's College of Arts and Sciences (1,700 students) even now can take in about 50 more qualified males.

ST. OLAF COLLEGE *Coed; Northfield, Minn.*

St. Olaf, most of whose 1,843 students are Evangelical Lutherans, was still accepting liberal arts students in September.

WASHINGTON UNIVERSITY *Coed; St. Louis, Mo.*

On opening day Washington had not closed 12,500 enrollment. Its top college courses: business administration, engineering.

SOUTHERN METHODIST UNIVERSITY *Coed; Dallas, Texas*

The university's undergraduate liberal arts branch (2,500 students) was still accepting applicants after college opened.

BRIGHAM YOUNG UNIVERSITY *Coed; Provo, Utah*

A good liberal arts college, 98% of whose students are Mormons, B.Y.U. will not close enrollment until Oct. 17.

MILLS COLLEGE *Women; Oakland, Calif.*

Known for music and fine arts courses, Mills (capacity 750) has high admission standards, was underenrolled in September.

OCCIDENTAL COLLEGE *Coed; Los Angeles, Calif.*

Strong in sciences and international affairs, Occidental (1,400 students) chose freshmen by May 1 but had vacancies later.

colleges are permitted to and are willing to define their purposes, to build sound and coherent plans to attain them, and to shape their publicity and their descriptive pamphlets to describe accurately what they actually do, the differences between colleges will be clear. Students, with the aid of skilled guidance officers, can then get what they have a right to expect.

Because of hysterical publicity about how hard it is to gain admission, young people apply to several colleges at once. The resulting statistics make the situation look much worse than it really is. I heard recently of one boy who applied to 28 different institutions. His high school record was poor, his aptitude tests barely satisfactory. Twenty-three colleges turned him down, but he was accepted by five. Statistically 23 students had been denied admission when, in point of fact, it was only one.

CONTINUED

Be Bright! **Be** Light! **Have a** Pepsi!



MODERN party-goers celebrate more merrily than ever, don't they? But notice, please, how their happy preference for lighter food and drink helps keep them slimmer and trimmer than ever.

Pepsi-Cola goes right along with this sensible diet trend. Today's Pepsi, reduced in calories, is never heavy, never too sweet. It's the bright, the *light* refreshment. Have a Pepsi.



Refreshes
without
filling



Gift Assortment of Milk Chocolate Covered Almonds, Cashews, Filberts, Brazilia, Pecans.

Taste PLANTERS and discover
how good Milk Chocolate Nuts can be!



© Mr. Peanut

*By the makers of
Planters Cocktail® Peanuts
... They taste so-o-o good!*



Planters Products are also made and sold in Canada.



DISPUTED SUBJECT, home economics, says Winston, belongs in qualified institutions like Purdue, where girls above learn cooking of pork cuts. But a liberal arts college should not add it merely to attract more students.

COLLEGES CONTINUED

This case is not unique. I remember a boy who had a low medical aptitude score but was determined to go to medical school. He applied to 40 medical schools and was rejected by all but one, at which he then enrolled. His multiple applications helped make it appear that the medical schools, crowded as they admittedly are, were hopelessly swamped.

If applicants would exercise more care in selecting the institution most likely to accept students with their particular record and aptitude, much of the excitement and worry about admissions would be reduced. There are many first-rate colleges in the U.S. The idea that they are all near the North Atlantic coastline or the Pacific shore is silly. A student can get all the learning he can absorb in any section of the U.S. Colleges which can serve those of more modest capacity are also distributed fairly evenly across the continent. We have had far too much stress on snob appeal, far too little on educational service.

I have suggested what the colleges can do to help the applying student. But what can the colleges do to help themselves? How can they prepare for the deluge of applications that will soon arrive? They must raise a lot of money, and most of them are hard at work at that task. They can also help themselves by defining their specific functions and seeking their particular quality of student. But, above all, if every college will do only those things it can do well and without pretense, our whole program of higher education will be sounder as well as more economical.

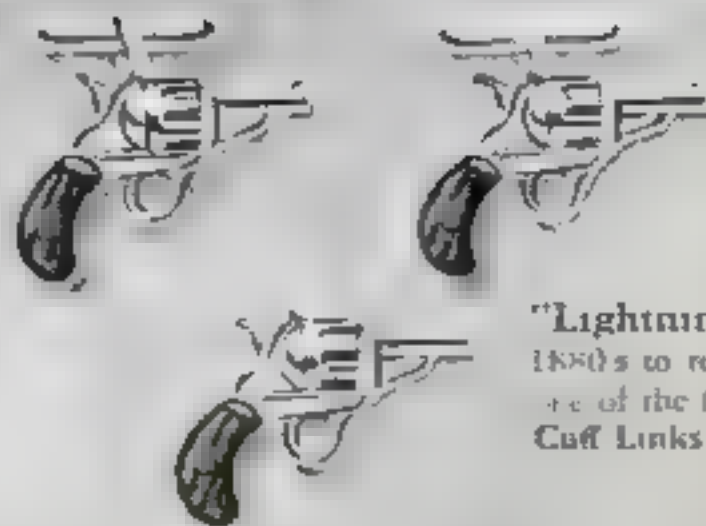
This is a radical proposal, for it means that there should be a great reduction in the number of courses offered. Enormous sums of money and many instructors are now being wasted by extravagant curriculums. When we are short of money and teachers—as we are—such waste is intolerable. In four years' work a student takes only 32 to 40 semester courses, but at many colleges he may choose them from among 600, 800 or even 1,000 courses. I know a public teachers college whose catalogue showed more than 300 courses in "education" alone. That instance of wild inflation of offerings is, unfortunately, not extreme.

Course lists could be cut in half

OVERSUPPLY of courses produces a wide and irrational disparity in class size. In some crowded institutions nearly half the classes consist of 10 students or less. A quarter of the classes have five students or less. Other classes have 100, 200, 500 or more. This makes no sense at all. Small classes are legitimate for advanced students with a particular interest or talent, but many American colleges could cut their course list in half with no loss of educational service—indeed with an actual gain. Teaching time and energy would be more effectively distributed and students generally would be provided with a more sensible educational program.

Such a reform need not deprive any individual of the opportunity for advanced work in a field in which he has special talent. Indeed, good students should be given greater opportunity for independent reading and reporting—with faculty criticism—instead of

CONTINUED



"Lightning" — First produced in the 1880's to replace the old single action Colt — one of the first U.S. double actions. Cuff Links with matching tie Pin-Up. Set, \$6.

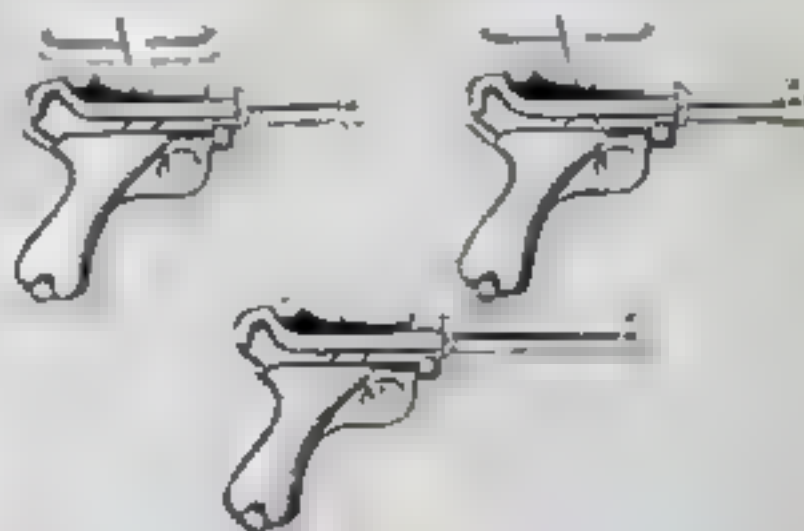
FAMOUS GUNS by SWANK



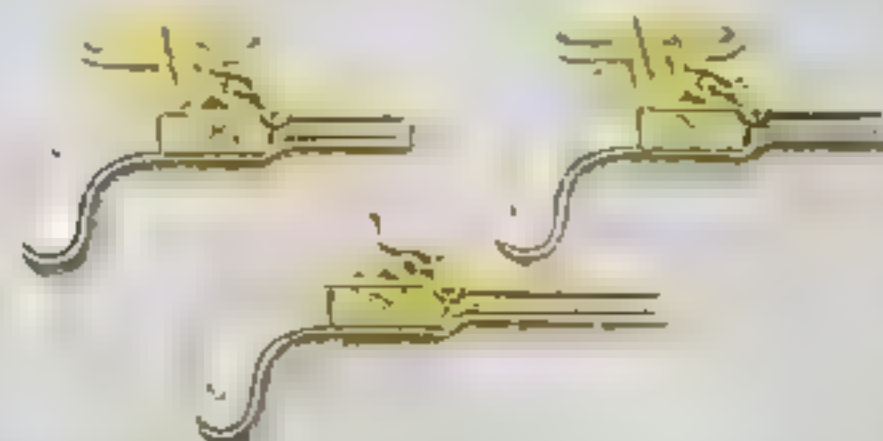
Brilliant replicas of famous hand guns make interesting conversation pieces for cuffs and tie. Every detail perfectly crafted. All sets gift-boxed. Tie Klip and Pin-Up available separately, \$2.50 each.



"Side Swing" Westerner — Originally made in single action, a fast and deadly accurate weapon. A standard sidearm of most U.S. law enforcement officers. Bullet Cuff Links with Pistol Tie Klip. Set, \$5.



Luger Automatic Pistol — One of the finest precision hand guns. World famous for its fine accuracy and smooth action. Cuff Links with matching Tie Klip. Set, \$6.



Percussion Greatcoat Pistol — Made in England in the 1840's, it was much used by travellers and others who could conceal it easily. Cuff Links and matching Tie Klip. Set, \$6.

U.S. PAT. 2,144,744 CANADA AT SOMEWHAT HIGHER PRICES.

treat your mouth to that
fresh, **Lavoris-clean** feeling!



Good-tasting Lavoris
is the astringent
mouthwash-gargle with the
unique cleansing action*

Take a tip from your dentist

Lavoris is used by more dentists
than all other mouthwashes combined



HUGE FRESHMAN CLASS at the University of Michigan pours out of Hill Auditorium. Class totals 3,071 and is second largest in university's history.

COLLEGES CONTINUED

so many formal lecture courses. The worst teaching I ever did was early in my career when I gave lectures to a class of three students. The best teaching I ever did was with upperclassmen to whom I never lectured, who never attended class. They worked independently, read widely and came to my study from time to time to submit their writing and discuss it, hear it criticized or praised. To make sure they had not overspecialized, they also took standard tests on subjects in which they had no formal instruction at all. Without a single exception they did well. To have sent them to class to hear a lecturer repeat what was available in books would have been a waste of their time and of my teaching energy.

Of course we need more and better teachers. The first step toward a remedy is better pay. Faculties have always borne too large a hidden share of the cost of education through inadequate salaries. Though it was a cost that never appeared in the treasurer's report, I can testify that it was a painful one. After four years of college and three years in graduate study I started teaching at \$1,200 a year. When I had risen to the princely sum of \$2,500 by tiny increments, a series of business openings requiring comparable responsibility and training offered me from \$7,500 to \$9,000. To remain in teaching was not so hard on me as on my family: they had to make great sacrifices to let me do what I loved doing. Better salaries are essential.

Nonetheless it would be an error to make adequate pay the primary basis for appealing for more teachers. Teaching is an arduous profession. At its best it is highly competitive. Any inducement which conceals those hard realities does not meet our problem. The real demand is for dedicated men and women of high ability and creative power. They can be recruited if the challenge is made explicit. The Catholic colleges draw a steady flow of young people into the long and rigorous training of priests and nuns to become teachers.

The next step is not to crush but to develop the enthusiasm and idealism with which young people start their teacher training. Of all places where more money would do a disproportionate amount of good, support for graduate students is foremost. They need financial help vastly more than undergraduates. Graduate students should also be helped to pursue their advanced training uninterrupted by other duties. They could then complete it in three, or at most four, years. To make that program effective there must be much larger fellowship funds.

Many teachers now work only part of the time at their principal task, eking out their income by holding other jobs. This is waste of talent. Full-time pay for full-time work, if applied in the colleges and universities across the country, would have the effect of adding thousands of teachers.

In many colleges the pressure of committee work is an unreasonable drain upon time and energy. I still remember with resentment serving on a "commencement committee" whose principal duty involved hanging Japanese lanterns on the campus and going about to light the candles. It came at a time when the demands of my research were urgent, but the research had to be

CONTINUED



He launches boats with telegrams: Norman Owens, President of Owens Yacht Company, announces new models to his dealers by attention-getting Western Union Telegrams. And the telegram is a written record . . . no mistake about it!

WESTERN

UNION

a wife's warmest welcome
is well chilled



A kiss says hello...
but to show you really
mean it, add a frosty-
cold Heublein Cocktail.
Mixed to perfection,
ready to share. No
work—just stir with ice
and serve. Or pour on-
the-rocks right from
the bottle.

NEW—BETTER THAN EVER!
ALWAYS READY TO SERVE.
MANHATTANS—65
proof, made with pri-
vate stock blended
whiskey and fine vatted
vermouth.

G. F. HEUBLEIN AND
BRO., HARTFORD, CONN.

you've got it made with
HEUBLEIN COCKTAILS

Elegance...
at most unusual prices!



Just think...for only \$35.75...you can own the
luxury of an Alligator Weatherstyle all wool
tweed or Shetland style outercoat. Smart pat-
terns and colors. Soft, wonderfully wearable and
water repellent! Above: new Galesone IRIDES-
CENT of finest yarn-dyed 2-ply cotton. Elegant
in quality and appearance, \$25.95. Plaid lined,
\$29.95. Other Alligator Coats, \$11.75 to \$54.75.

THE COAT YOU'LL LIVE IN
Alligator
ALL-WEATHER COATS

AT BETTER STORES

THE ALLIGATOR COMPANY • ST. LOUIS • NEW YORK • CHICAGO • LOS ANGELES

COLLEGES CONTINUED

put aside to make a gay show for the alumni. I know of one college president who is a member of 80 committees. Most of these are a dreary waste of time. They thresh old straw; it is a kind of "busy work" that drains away zest. Moreover many committees do administrative work which could be better and more cheaply done by a competent secretary.

If these improvements are made, there will then be room not only for all students who want to go to college but also for many who do not now try to go. Many students of the highest talent never apply. The best available figures indicate that half the top 10% of high school graduates do not go on. What is worse, some of the ablest students do not even finish high school.

There are a number of reasons for this situation. The cause most often mentioned is lack of money, and in some cases that is serious. But by far the most significant reason is boredom. Dull repetition destroys the realization that learning can be exciting. Anyone who has brought up children knows how eager they are to learn. If they continued through youth at the pace they set during the first five years, many of our educational problems would be solved.

Another big reason for the loss of talent is adverse social pressure. Nationwide scorn for the "egghead" intellectual, one facet of this hostile environment, has only slightly abated in the last few months with the realization of Soviet scientific advances. Another hindrance is parental pressures. The cold, disagreeable fact is that many parents make no effort to get their children to college. They have piled up more than \$30 billion of personal debt for automobiles, television sets, household appliances of all kinds. But borrowing to pay for education probably totals well under \$300 million. Too many parents, instead of helping their children, want the boy or girl to go to work and "get off our backs." Indeed, they sometimes want the child to contribute to their support.

Inadequate counseling during the high school years offers another reason more students of exceptional ability do not go to college. Some persons are appointed counselors because they "get on with the students." That is good as far as it goes, for it does not pay to have students dislike their advisers. But the task is a professional one for which specialized training is essential. Poor guidance costs the colleges many good students and the nation many educated people.

We have many kinds of colleges with many types of programs. We have many students of varying ability, interest and energy. It is the duty of parents, counselors and admission officers to get the prospective student into the college that can best serve him. He will get a good education only if he is worked to the limit of his capability, no more and no less. All this can be achieved—but not by timorous men crying that the situation is hopeless.



ADVISING ON COLLEGES, Guidance Counselor Gary Mills of Glenbrook High School in Northbrook, Ill. talks with senior Richard LeShane. During summer months Dr. Mills operates the College Admissions Center, a clearing-house service which routes applicants to colleges which still have openings.



Banquet on a budget... real Italian-style **CHEF BOY-AR-DEE®** Spaghetti Dinner

You'll take to these dinners as the *Italians* do to flowers. Spend just 12 minutes—and a few pennies—and you're serving tender spaghetti, topped with tangy meat or mushroom sauce and Italian-style cheese. All yours in one box, at only about 15¢ a serving.

Complete dinner in one box including ready-to-use sauce and a generous can of cheese.

Now available in Canada.





AFTER FIVE... Wool's the Biggest News in Print!

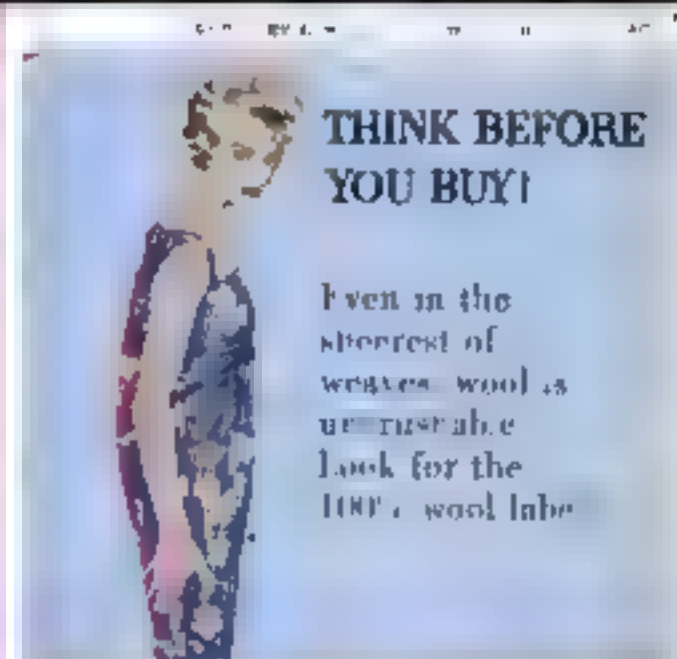
Dancing into the limelight—the most exciting prints you've ever seen. Pull-weight wools . . . ablaze with wool's unimitable colors.

America's top designers are enraptured with their sophisticated beauty. They're draping them, as only wools drape, into the newest fashions of the year.

And since they're wool—their celebrating never ends. For wool—the unrushable, can party-hop till dawn—yet be in beautiful shape for the next night's round of fun. And wool's finery elegance is never out

of season—you'll wear these prints now—in spring—in summer. You'll want at least one for gala nights around the year.

After-five wools by Frank Adams for Malcolm Charles, Inc.; Charles Howard for Richard Cole, Inc.; Kasper for Arnold & Fox, Inc. See them at Lord & Taylor, New York; Julius Garinckel, Wash., D. C.; Joseph Magnin, San Francisco; Rich's, Atlanta; Maison Blanche, New Orleans. Or write Wool, Dept. L-6, 120 Lexington Ave., N. Y. 17.



nothing measures
up to
Wool

A MEDICI BY CELLINI REDISCOVERED



For centuries the fame of Benvenuto Cellini has rested chiefly on his skill as a goldsmith and his scrapes as a lady-killer. But Dr. Walter Heil of the De Young museum in San Francisco has given Cellini another claim to fame—this illustrious marble portrait of Cellini's patron, Duke Cosimo de' Medici, in elegantly ornate armor. Up until 1957, when Dr. Heil first saw the bust, it was believed to be a later artist's copy of a bronze portrait made by Cellini in 1548. But Dr. Heil, sensing the fine Italian hand of Benvenuto in the sculpture, began some arduous detective work. Now he has come up with 16th Century documents proving the marble masterpiece was chiseled by Cellini himself—and jumping its value to \$500,000.



Clock her. How can she buy so much so fast so *surely*?

Advertisements help. Before she ever sets foot in the store, she has shopped through magazines like this one.

She's *learned* what products offer—by reading about them—by seeing them . . . often in true-to-life color.

She's *compared* products to decide which is best for her—and she's done this at home, at her own pace.

She's *been assured* by printed promises about the

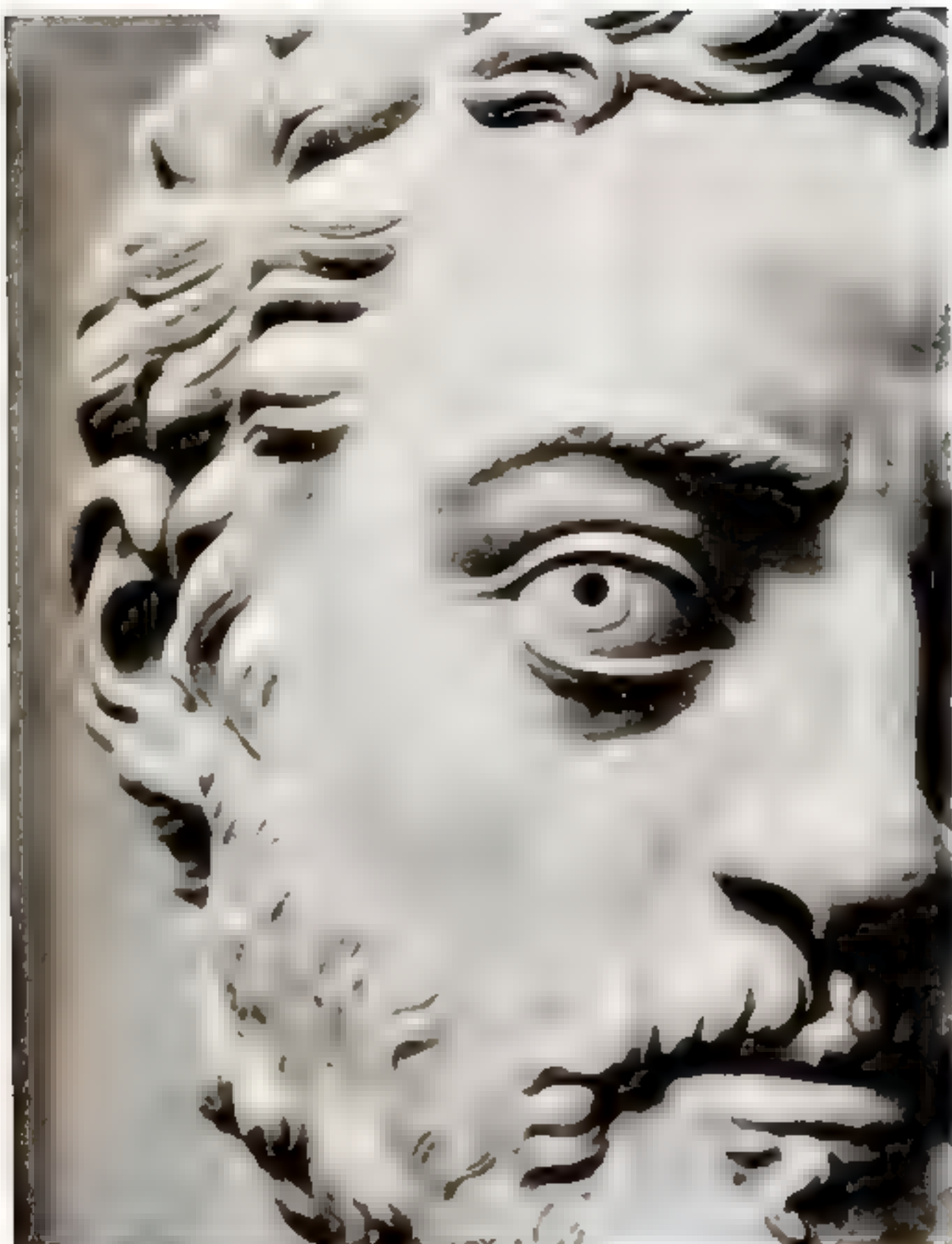


products she buys—and knows from experience that companies who advertise wrap their good names in every package they sell.

So advertising not only saves her time—it also helps her get full value.

Wouldn't you hate to shop without the knowledge and the assurance you get about products from the advertisements in magazines like this one?

Another example of how advertising helps everybody. TIME INC., publisher of LIFE, TIME, FORTUNE, SPORTS ILLUSTRATED, HOUSE & HOME, ARCHITECTURAL FORUM and International Editions of LIFE and TIME.



PIERCING GLANCE bespeaks Cosimo's stern, soldierly character. Last of the great Medici, he ruled Florence with an iron—and bloodstained—hand.



ROARING LION, traditional symbol of courage, decorates Cosimo's armor. Expressiveness and subtlety of detail show Cellini's skill at working in marble.

CONTINUED

Start your puppy right!



Worm him at home in 10 seconds the easy way with

Sergeant's [®] **NEW** WORM-AWAY

Large roundworms (ascarids) rob your puppy of the nourishment he needs for a happy, healthy life. Now, with Sergeant's new Worm-Away, you can worm your pup right at home, get him safely through his first year. He should be wormed when he's 5 to 6 weeks old, or as soon as possible afterwards.

- * Just mix it with his regular food!
- * Convenient—effective
- * No aftereffects
- * Only 98¢ at any drug or pet counter

Worm-Away is also effective for large roundworms in older dogs. Ask for your free copy of Sergeant's Dog Book, or write:

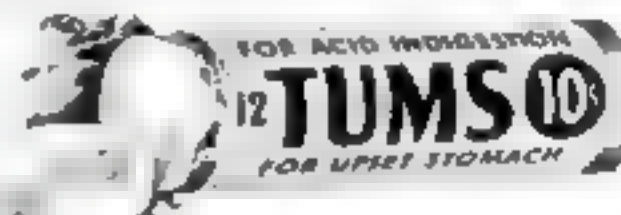


Sergeant's [®] Richmond 28, Va.

the best for man's best friend



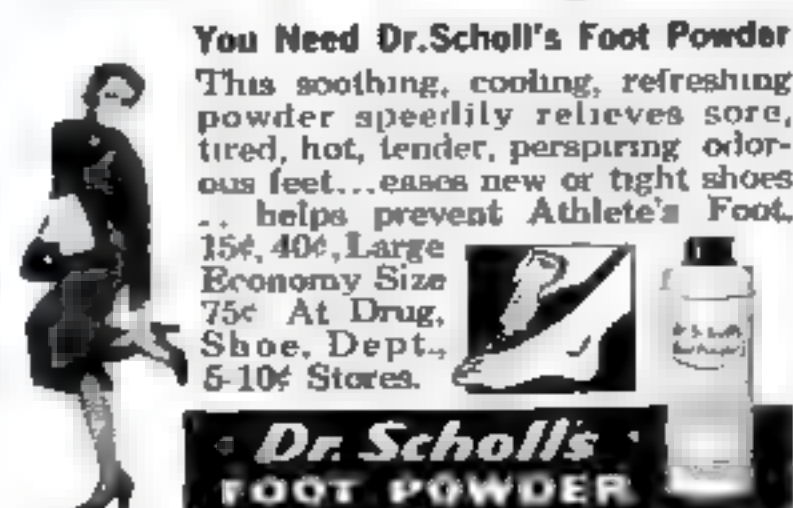
ACID INDIGESTION?
GET TOTAL RELIEF FROM EXCESS STOMACH ACIDS IN SECONDS!



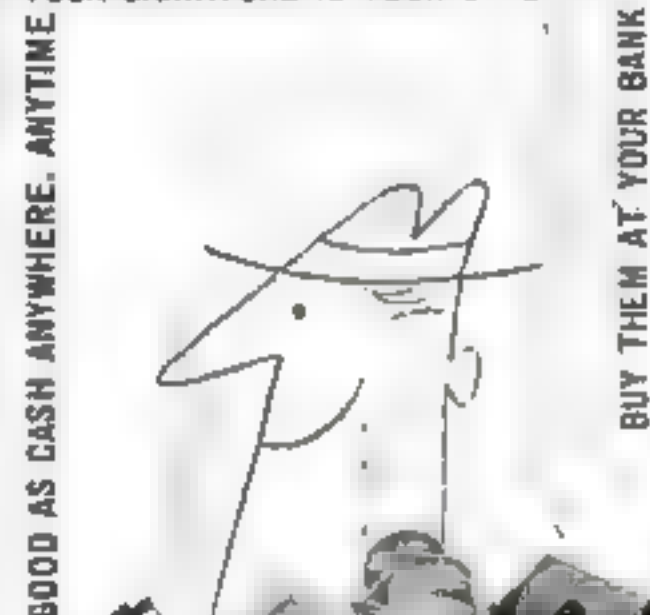
TUMS ARE ECONOMICAL—3 ROLLS ONLY 25¢



Feet Sore, Tired Hot or Perspire?



YOUR SIGNATURE IS YOUR SAFEGUARD



SAFE WAY TO CARRY MONEY

FIRST NATIONAL CITY BANK
TRAVELERS CHECKS

FULL REFUND IF LOST OR STOLEN
BACKED BY THE FIRST NATIONAL CITY BANK OF NEW YORK
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



"How we use
Murine
to rest
our eyes
after
sports"

Film star **ALAN LADD** and **DAVID**,
who play father and son
in Sam Goldwyn, Jr.'s
"The Proud Rebel"

"We like all sports, especially riding. But sun and wind irritate even good eyes so David and I use Murine," says Alan Ladd. "Murine is soothing. Makes our eyes feel clean and rested after a day outdoors." When glare, dust, smoke or tension bothers your eyes, soothe them with Murine. Good idea every morning and night, too.

MURINE
FOR YOUR
EYES

New!
Unbreakable
dropper



7 E. RINE PO. NO. 10, CHICAGO, ILL.
TRADEMARKS REG. U. S. PAT. OFF.



WINGED HEAD adorns the center of the duke's breastplate, which Cellini modeled after the armor on a Roman statue of the Emperor Augustus. Below the head hangs a medal symbolizing the noble Order of the Golden Fleece which the Holy Roman Emperor Charles V bestowed on the Florentine duke.

King size **RONSON FLINTS**

best for
every lighter

9 RONSON FLINTS



Best for every lighter

523

more lights per flint!

RONSON!

maker of the world's greatest
lighters and electric shavers

Ronson Corp., 1 Ronson Rd., Woodbridge, N. J.

49¢ & 59¢ Regular & Extra Sizes

Nylcrest
PANTIES

exclusively at **S. S. KRESGE CO.**

GET THE MOST OUT OF YOUR TAPE RECORDER
WITH

irish

RECORDING TAPE!

FREE Write for 32-page book et to
ORRadio Industries Inc. Opelika 5, Alabama

IT'S A
**Sleeping
Beauty**

Look for
FOSTER Ideal
CONVERTIBLE FIXTURES
when you buy
America's finest
sofa sleepers
FOSTER BROS. ST. LOUIS 10, MO.

GERING
Tidy-Mat

Guaranteed by
Good Housekeeping

**POLYETHYLENE
PLASTIC**

SHELF LINER

**SHELF LINER
IN COLORS**
Turquoise, pink,
yellow, red, etc.
• Shelves • Cabinets • Closets
**ALL-PURPOSE
HOUSEHOLD MAT**
• Carpet protectors
• Place mats • Many More!

SOLD EVERYWHERE!
GERING PRODUCTS, INC., Kenilworth, New Jersey
GARDEN HOSE • SOAKER and SPRINKLER HOSE
TIDY MAT HOUSEHOLD MAT • SHELF LINER

HOMEWORK MUST'VE BEEN AWFUL BEFORE THEY INVENTED THIS

fresh, clean taste!



Copyright © 1987 by 7up Bottling Company

Nothing does It like Seven-Up

With half a dozen algebra problems to do and a science exam to cram for, life can be miserable. But it doesn't have to be! Just get comfortable. Have a chilled 7-Up! This is the drink with the wonderful fresh, clean taste. A few sparkling sips and your mouth feels fresher . . . your throat feels cooler . . . you feel better all over. And the homework is almost bearable!



1. Enjoy the finest ride in Buick history, finest in any car today. New Equipoise Chassis, soft, quiet, sure-footed. Quality feel matches quality look . .

2. Stop with the surest-stopping, longest-wearing brakes in America today. New fin-cooled rear brakes, exclusive aluminum front brake drums . .

3. Admire new "classic modern" beauty. Lean, clean, low. Easy to get in, roomy to be in. Big new Vista-Panoramic windshields. New Maglor Mirror finishes. And a stunning new kind of 4-door hardtop design.

YOUR EYES, YOUR HEART, YOUR

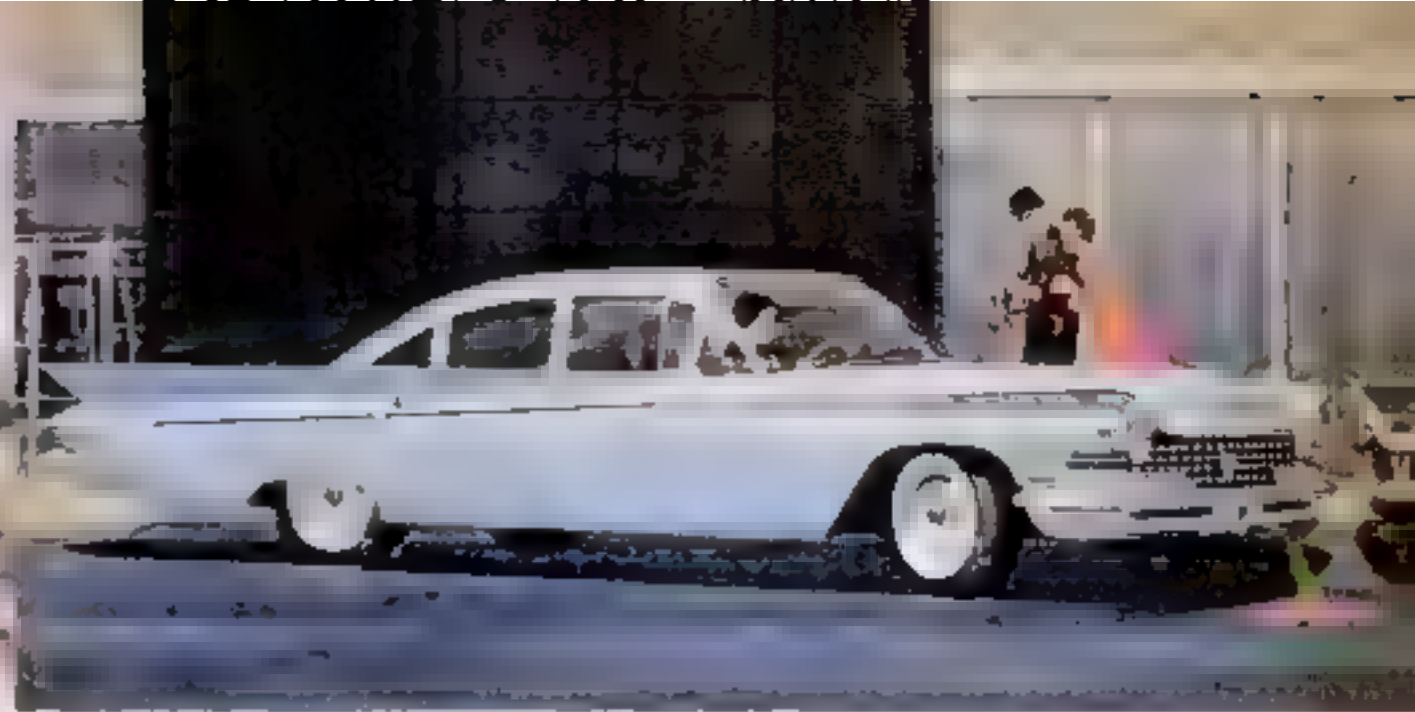
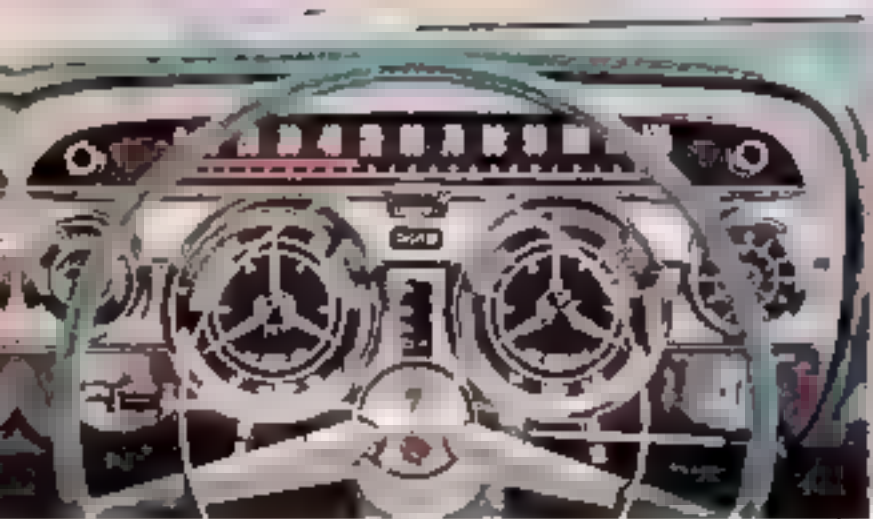


BUICK '59

LE SABRE!
The thriftest Buick

INVICTA!
The most spirited Buick

ELECTRA! ...A new class
The most luxurious Buick



4. Feel real command behind Buick's big new control-center instrument panel. New constant-speed electric windshield wipers on all models.

5. Discover the smooth power-flow of Buick Wildcat engine and Twin Turbine transmission.* No gears to change, no sense of power-pause. Truly automatic. Improved fuel economy, also . . .

6. Steer more easily, more surely than ever in your life with Buick's new Easy Power Steering,* best combination yet of true "road feel" and ease of control!

*OPTIONAL AT EXTRA COST ON CERTAIN MODELS

GOOD SENSE TELL YOU IT'S...

THE CAR



ELECTRA 225 IN THE EYE STOPPING NEW 4 DOOR HARDTOP

of fine cars within reach of 2 out of 3 new car buyers

The Man Who Thinks For Himself Knows...

ONLY
VICEROY HAS
A THINKING MAN'S
FILTER...
A SMOKING MAN'S
TASTE!

This man thinks for himself.
Knows the difference
between fact and fancy.
Trusts judgment, not opinion.

Such a man usually smokes VICEROY.
His reason? Best in the world.
He knows for a fact that only
VICEROY has *a thinking man's filter*
and *a smoking man's taste*.



Familiar pack or crush-proof box.

© 1978, Brown & W. L. Johnson Tobacco Co.



COTTON BALL KINGS AND QUEENS REVIEW THEIR SUBJECTS. QUEENS ARE (FROM LEFT) GRACE MOORE, MAMIE FOWLER, ELIZABETH FRAZER, JULIE FRANCIS

The Biggest Ball for Dixie's Belles

For months committees in southern cities had pruned guest lists, mothers and daughters had pondered patterns, and fathers eyed bank balances. Then 101 of Dixie's leading young belles converged with escorts and entourages on Chattanooga, Tenn., for a ball in the old southern style. After a week of breakfasts, luncheons, tea dances, dinner dances and just dances, the 26th Cotton Ball, biggest fundraiser of the year for young southern society, got under way.

As relatives looked proudly on, the girls, dressed in cottons with an ante bellum bouffant flare, presented themselves to four royal couples who represented the seasons. After a special Cotton Ball waltz the gathering broke up for private parties all over Chattanooga—only to get back together again for a rock 'n' roll session at the country club which lasted until breakfast. "All in all," said a southern gentleman, "it was a vintage year for the belles."

AT PARTY AFTER BALL, KING OF SPRING, PORTER WARNER, SERVES HIS QUEEN, GRACE MOORE, WHO WEARS TIARA OF OPERA-SINGER AUNT AND NAMESAKE





BELLES AND BEAUX whirl in traditional Cotton Ball waltz as formal part of evening nears end.



TINY REBS, who call themselves "Lookout Battery No. 2" after battle of Lookout Mountain, form honor guard for Maid of Cotton Jean Carter as she comes down steps with escort, William Pettway Jr.

THIRD QUEENS and attendants rest feet after long day and then get ready to dance until dawn.



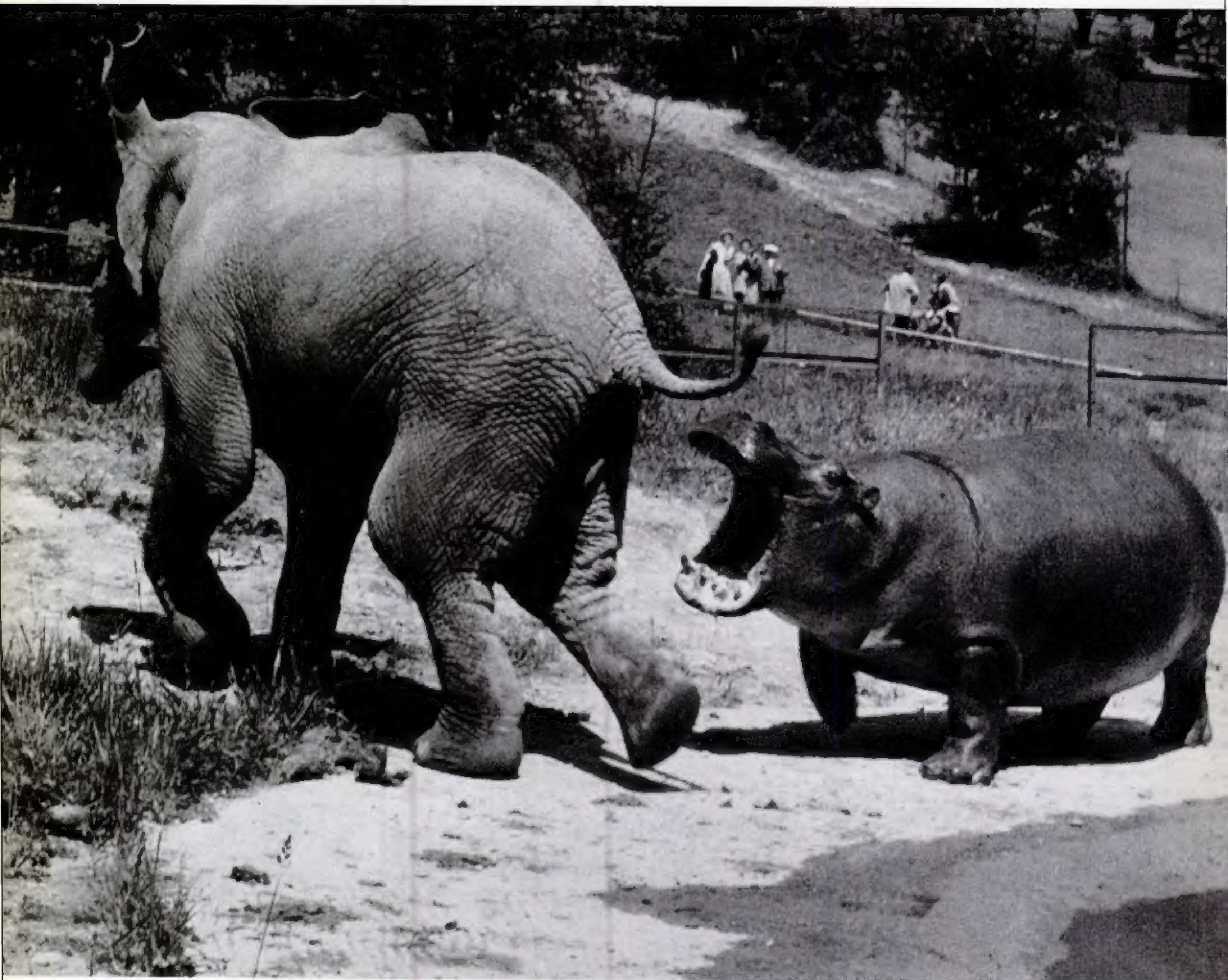


three times the wear in every pair

style five-thirty, extra strong with no seams to worry about
your size and color, short, medium, long. \$1.35 at all good stores.

Hanes

t o l o o k y o u r b e s t — b u y t h e b e s t



PUTTING BITE ON A BEHEMOTH

Hardly anything in nature is more preposterous than the mouth of a hippopotamus. It is so big that the broad-backed beast can devour carrots, cabbages and heads of lettuce by the basketful. But even for a hippopotamus, an elephant is too much of a mouthful. In the Kronberger Zoo near Frankfurt, Germany, though, a hippopotamus looked as though she was

going to give it a try. The hippo, who was next-door neighbor to some elephants, had broken through a fence and roared into the elephants' enclosure. She caused panic among the pachyderms as she bore down on one of them and gave bellowing chase. Keepers finally corralled the hysterical hippo, put her back in her pen before she could nibble her neighbor.



Bottles have changed...

but never the quality of

I.W. HARPER

since 1872

PRIZED KENTUCKY BOURBON

100 PROOF BOTTLED IN BOND OR MILD 86 PROOF



From left to right: "DANDY" Pinch Bottle, 1900; "AMBER" Colorful Glass, 1880; "CANTEEN G. A. R." Reunion Souvenir, 1895; "PEWTER PITCHER" Gift Decanter, 1900; "COMPANION" Long-Necked Decanter, 1910; "BAR BOTTLE" Ornate Cut Glass, 1910; "DWARF" Round Etched Decanter, 1885; "GOLD MEDAL" Embossed Decanter, 1949; "HARPER'S OWN" Ceramic Jug, 1890; "LITTLE COMPANION" Cut Glass, 1910; "NAUTICAL" Shippers Tribute, 1890; "THE AMERICAN" Hand-Blown Flask, 1875; "CARBOY" Wicker-Covered, 1880; "CAMEO" Cut Glass Miniature, 1899. DISTILLED AND BOTTLED BY I. W. HARPER DISTILLING CO., LOUISVILLE, KY.

DRIVE YOUR BUFFET TO THE GAME!



1. You're giving a Football Party . . . and you want everything to be in good taste. So you pack a delicious buffet (with plenty of Coke) and you're off!



2. At the stadium, you stop to see the chrysanthemum man. It wouldn't be football . . . it wouldn't be fun . . . without "mums" or the refreshing lift of Coca-Cola.



3. Before the game . . . you feast on your tail-gate buffet . . . with that cold crisp taste of Coke to brighten every bite. Coke fits in so well at all occasions. For Coke and good taste just naturally go together.

SIGN OF GOOD TASTE


© 1978 THE COCA-COLA COMPANY